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| **For Release:** | **IMMEDIATE** |
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**A LInk to the future: mini connected**

**Woodcliff Lake, NJ – October 7, 2010…** MINI Connected, a MINI-exclusive technology provides the basis for new and unprecedented integration of smartphone functions, taking the in-car integration of modern smartphone telecommunications, entertainment and online functions to a whole new level. MINI Connected is part of the two of the MINI infotainment systems, radio MINI Visual Boost and MINI Navigation.

MINI Connected adopts the familiar MINI display and operating logic to ensure that all functions can be used comfortably, simply, safely and intuitively while minimizing driver distraction.

**Apple iPhone and iPod touch Support**

The system allows iPhone owners even greater access to MINI Connected functionality, and uses new technology, specially developed for the MINI, to integrate the entertainment and online functions of the iPhone into the car.

MINI-specific functions can be integrated via an app for the iPhone and operated using the vehicle’s joystick, steering wheel buttons and on-board monitor.

The iPhone is hooked up to the car either via a cable for the USB socket, supplied with the radio MINI Visual Boost and MINI Navigation system, or via an optional snap-in adapter. The MINI Connected App will be available at [www.itunes.com/appstore](http://www.itunes.com/appstore).

**Innovative iPod integration: the MINI Connected PlugIn.**

Another feature which promises to add even greater variety to the spectrum of entertainment features on board the MINI is the MINI Connected PlugIn (MINI Connected PlugIn supports Apple's iPod Out).

iPod Out enables the MINI Connected system to display the familiar iPod navigation menu in the vehicle’s main center speedo display, and control the music playback features in the iPhone, the iPod touch and the latest generation iPod nano, using the vehicle’s controls. This promotes a safer driving experience, as all of the vehicle’s infotainment controls have been designed to minimize distraction while driving. This newly developed interface technology supports the new sixth generation iPod nano, iPhone and iPod touch running iOS 4.2 or later.

In addition, the on-board monitor gives MINI drivers direct access to the latest iPod functions, such as a custom playlist and Genius Mixes, which lets you automatically create playlists from songs in your music library that go great together.

**Added future-proofing with MINI-specific apps.**

The functional repertoire of MINI Connected can be extended easily by dipping into the MINI Connected iPhone Apps. This will allow MINI Connected customers to continue to benefit from technical advances and creative developments in the field of in-car entertainment into the future.

The MINI Connected App will include a web radio function to allow users to pick up their preferred radio stations regardless of their location. The station database available through the app contains thousands of radio stations whose programs can be accessed online. The other functions of the MINI Connected App – such as access to the Google local search and Google Send to Car functions and reception of user-definable RSS news feeds, the content of which is displayed on the on-board monitor and can be read out using the optional voice output function.

**Programmed for efficiency: the MINIMALISM Analyzer.**

Another element of MINI Connected is the MINIMALISM Analyzer. This function, which likewise works in combination with the iPhone, displays advice on how to make your driving style more efficient. The technology analyses a range of data, and once the driver has reached his destination, the innovative MINI Connected app ensures the data is set out in a simple and informative manner, allowing the journey to be analyzed and compared to other MINI drivers as well, so the driver can run the MINI as efficiently as possible at all times.

Another MINI innovation is the Dynamic Music function included in the MINI Connected app. This comprises a selection of exclusively composed music which can be played on the audio system of the MINI and whose rhythm and dynamics change according to driving style. This function allows MINI drivers to use their accelerator and steering wheel to create their own personal soundtrack to that trademark go-kart feeling.

**Always in touch: send and receive Facebook and Twitter posts inside the car.**

Additionally, the MINI Connected app has the potential to give owners the platform to receive Facebook and Twitter posts in their car, view them on the on-board monitor and use the optional voice control to have them read out. Plus, standardized text messages can be sent out directly from the car via both services. This function enables MINI drivers to warn each other about traffic congestion or other problems on the road, for example.

**Beyond MINI Connected.**

The MINI Connected system includes a mount integrated into the center console for the snap-in adapter for Apple iPhone and iPod touch devices, a USB audio interface for MP3 players and smartphones, and a roof aerial. The system is also equipped with the Bluetooth hands-free facility for making telephone calls safely while on the move.

The phone and music player functions are operated in customary MINI style using a joystick on the center console and the color display in the center speedo. The same goes for audio streaming via Bluetooth, displaying album cover artwork on the on-board monitor and using innovative office functions, provided these are supported by the connected device.

**MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC which has been present in the United States since 1975. Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 100 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: www.bmwgroupna.com

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