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| **For Release:** | **IMMEDIATE** |
|  | David J. Buchko  BMW Product and Technology Communications  (201) 307-3709  [Dave.Buchko@bmwna.com](mailto:Dave.Buchko@bmwna.com) |
| **Contact:**  Nathalie Bauters  MINI Communications Manager (201) 930-3166  [nathalie.bauters@miniusa.com](mailto:nathalie.bauters@miniusa.com) | Thomas Plucinsky  BMW Product and Technology  Communications Manager (201) 307-3783  [Thomas.Plucinsky@bmwna.com](mailto:Thomas.Plucinsky@bmwna.com)    Yvonne Malmgren  PFPR Communications  (586) 453-2912  [yvonne.malmgren@pfpr.com](mailto:yvonne.malmgren@pfpr.com)        **BMW Group Partners with Stitcher to Make Stitcher Radio iPhone App BMW Apps and MINI Connected Ready** |

* **Stitcher Radio offers on-demand and personalized access to over   
  5,000 radio shows**
* **Demonstration of the forthcoming in-car app integration to debut during SXSWi Conference in Austin, Texas on March 12, 2012**

**Woodcliff Lake, NJ – March 12, 2012…**. The BMW Group and Stitcher are cooperating to make the Stitcher Smart Radio iPhone App compatible with vehicles equipped with the groundbreaking BMW Apps and MINI Connected technologies. Once completed, BMW and MINI customers will be able to easily and safely access unique features of Stitcher’s on-demand streaming service in vehicles equipped with the BMW Apps or MINI Connected options. BMW Group will demonstrate a prototype of the forthcoming Stitcher iPhone App for media during the South by Southwest Interactive (SXSWi) conference in Austin, Texas, on Monday, March 12.

“As promised, the BMW Group continues to deliver great, new services like Stitcher to our worldwide customers via the groundbreaking platforms of MINI Connected and BMW Apps,” said Uwe Higgen, head of the international BMW AppCenter network, based in Munich, Germany. Development of the Stitcher app will commence via the BMW AppCenter Mountain View, California, which continuously scouts for new services in the Silicon Valley and the greater North American market.

When integration is complete, a simple update to the Stitcher iPhone app through the iTunes App Store will enable a host of Stitcher’s unique entertainment features to be integrated seamlessly into the car, where they can be easily operated using the already familiar BMW iDrive and MINI Connected systems. The prototype Stitcher app for the BMW Apps and the MINI Connected platforms will showcase the following unique capabilities:

* Seamless integration and control of Stitcher’s services through the vehicle’s infotainment system, which enables easy searches for content, the ability to provide feedback (“More Like This” and “Listeners Also Like”), and fast forward and rewind control
* The ability to create or remove custom stations on demand
* High-resolution visual display featuring album art and convenient show/episode information, such as latest episodes, duration and whether the listener has already listened to the episode

Stitcher offers the following features:

* Personalized playlists of listeners’ favorite shows
* Stitcher recommendation of other programs based on listening preferences towards the discovery of new shows and content
* The broadest selection of podcasts and live radio on-demand
* Stitcher SmartRadio enjoys a 5 star consumer rating and #1 ranking in the iTunes App Store’s News category

Media attending SXSWi will be able to view demonstrations throughout the day. To schedule a demonstration during SXSWi, please contact Robert Passaro at +1.650.934.3404 or Robert.passaro@bmw.de.

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 111 MINI passenger car dealers, and 32 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](http://www.bmwgroupna.com).

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

**About Stitcher**

Stitcher is a leader in Internet radio, delivering on-demand access to the latest news, politics, sports, business, and entertainment to listeners on their mobile phones. Stitcher is available for iPhone, iPad, Android, Blackberry, Kindle Fire, Nook and Palm Pre and is integrated with a variety of vehicles. Stitcher has been downloaded over 5 million times and offers over 5,000 shows and podcasts for personalized on-demand listening.

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