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| **For Release:** | **Immediate** |
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**Newest Personalized Radio App for BMW and MINI: Stitcher Smart Radio.**

**Woodcliff Lake, NJ – August 6, 2012 …** Beginning today, drivers of BMW models equipped with BMW Apps and MINI drivers with MINI Connected can enjoy a fully-integrated Stitcher SmartRadio™ app experience in the vehicle. Stitcher SmartRadio is the mobile leader in on‐demand news, entertainment, sports and talk radio, delivering over 10,000 radio shows and live stations to customers around the globe.

BMW and MINI drivers can create a personal talk radio station experience with fresh, up-to-the-minute episodes of news, entertainment, sports, talk and live radio programs streamed directly to the vehicle’s infotainment system via the Stitcher SmartRadio App on the iPhone.

In addition to creating stations that run the programs users already know and enjoy, a special Smart Station feature helps users discover new content. This feature recommends other programs listeners may enjoy based on personal preferences which are automatically identified.

“Our app concept allows customers to download the same services to their car that they use on their smartphone – simply by downloading the free app,” said Dimitri Meulaping Feyou, Product Manager, Entertainment at the BMW Group AppCenter.

“More people than ever are listening on the go,” said Noah Shanok, CEO of Stitcher. “Over a third of our users are listening in the car. We’re proud to partner with BMW to deliver the best listening experience for drivers everywhere”.

The Stitcher App can be downloaded free of charge from the App Store and can be used worldwide in BMW models equipped with the BMW Apps option, and MINI models with MINI Connected.

**BMW and MINI Apps.**The BMW Apps option offers extensive application-based integration of the iPhone for BMW models allowing “BMW Apps-ready” apps to be seamlessly downloaded into the car, where they can be operated easily and intuitively using BMW’s iDrive system.

In MINI models, the iPhone can be integrated into the vehicle’s existing infotainment system using MINI Connected. Thanks to extensive functionality and flexibility, “MINI Connected-ready” apps like Stitcher are easily updated. MINI customers stay connected with the latest and greatest services to enrich the driving experience.

**About Stitcher**

Stitcher delivers personalized audio programming on demand, directly to your mobile device. Stream the latest in news, sports, talk, and entertainment without the need to synchronize content or depend on traditional radio programming. Stitcher is the easiest way to discover the best of over 10,000+ shows and live stations, with customized recommendations based on your listening activity. Stitcher is integrated with Ford, GM and BMW vehicles and has been downloaded over 7 million times. Stitcher Smart Radio is available for iPhone, iPad, Android, Kindle and Nook devices in the App Store and Google Play stores, or at www.Stitcher.com.

## 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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 114 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.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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