



**For Release: IMMEDIATE**

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### **One Million Vehicles on the Road with BMW Assist™ and Counting**

- **BMW Assist named “Best Telematics Safety & Security Solution” at 2013 Telematics Update Detroit conference**
- **BMW Assist eCall and TeleService now standard including 10 years of service**
- **BMW Assist eCall includes ground-breaking enhanced Automatic Collision Notification**

**Woodcliff Lake, NJ – June 4, 2014.** . . BMW announced today that there are now over one million BMW cars and Sports Activity Vehicles on the road in the US with active subscriptions to its award-winning BMW Assist™ telematics service, which was first launched in 1997. Beginning with the 2007 model year, BMW Assist included a four year subscription. Today, BMW Assist eCall and Teleservice, including ten years of service, is standard equipment in nearly all 2014 model year and later BMWs.

Automatic Collision Notification was added for model year 2000 and has made a difference in countless lives. For the 2009 model year, BMW’s Automatic Collision Notification received a ground-breaking enhancement.

Developed in cooperation with the William Lehman Injury Research Center at the University of Miami, the Urgency Algorithm was able for the first time to use data from the vehicle’s crash sensors and deliver to the call center a prediction of the likelihood of severe injury in addition to the vehicle’s location and other key information. This gives first responders the opportunity to better prepare themselves even before they arrive on the scene. For example, they can put a trauma center on alert in order to save precious minutes.

The development of this enhancement to Automatic Collision Notification and the inclusion of BMW Assist eCall with TeleService for ten years with nearly every new BMW model was seen as such an important industry milestone that BMW Assist was named “Best Telematics Safety & Security Solution” at the 2013 Telematics Update Detroit conference.

BMW Assist today includes TeleService as standard equipment. Every car equipped with TeleService monitors its service needs, such as engine oil and brakes. When necessary, the vehicle transmits its status and service needs to BMW. The customer’s BMW Service Center can access the vehicle-related data and a BMW Service Advisor can then call the customer to schedule a convenient appointment.

BMW Assist includes far more than eCall and TeleService. With BMW Remote Services, help is available if your keys are locked inside the vehicle or if your BMW is ever stolen. A quick call to BMW Assist and the staff can remotely unlock the car. With its integrated telematics device, Stolen Vehicle Recovery helps to recover a BMW vehicle in the event it is stolen. A BMW Assist response specialist can remotely activate the BMW Assist system to locate the vehicle and then help the police recover it. An upgrade from the standard package makes a concierge available 24/7, whether you need help with directions, or would like to make a dinner reservation.

BMW Assist has continued to evolve since its introduction in 1997 with enhanced technology, wider availability and new services. Today, the owners and drivers of over one million BMW cars and Sport Activity Vehicles in the US enjoy the safety and convenience of BMW Assist.

### **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 and X4 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, 120 MINI passenger car dealers, and 35 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 and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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