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**BMW ConnectedDrive Brings Spotify into the Car  
Music for everyone - everywhere**

**Woodcliff Lake, N.J. - November 18, 2014 09:00am Pacific / 12:00pm Eastern...**

BMW announced today that Spotify – the world’s leading music streaming service – can now be brought into the car, delivering the perfect music for every journey. Spotify already brings you the right music for every moment on your computer, your mobile, your tablet and your home entertainment system.

Starting today, all Spotify users on iOS – both free and Premium - can enjoy a seamless music experience to BMW and MINI drivers:

- Access your own music and playlists or use features like Radio and Browse to find the perfect music for every mood and moment
- Enjoy an intuitive viewing experience on the car’s high-resolution Control Display
- Comfortable and safe to use with the iDrive Controller
- Premium subscribers can enjoy extra high quality on-demand music (320kbps) - which sounds great on the car’s audio system - as well as ad-free and offline listening

Beginning today, when the Spotify app is downloaded from the Apple App Store, it will be compatible with any BMW equipped with the BMW Apps option.

### **Smartphones and apps in your car.**

With the aim of enabling safe and comfortable use of apps in cars, the BMW Group was an early driver of smartphone integration and has already certified numerous apps for access in BMW and MINI vehicles. These apps have been optimised for use during a journey, can be operated via the iDrive Controller or MINI Controller without distracting the driver and are viewed in the Control Display or the MINI Centre Instrument respectively.

### **App integration.**

This app has been specially certified by BMW for safe in-car use. The app uses the BMW Group's A4A (Apps for Automotive) technology and can be downloaded for iOS-based devices from the Apple App Store. Having connected their smartphone to the car via the USB socket or snap-in adapter and launched the app, users are presented with its various functions via the iDrive Controller/MINI Controller, the Control Display/MINI Centre Instrument and the car's audio system. To use the app in BMW and MINI models, the BMW ConnectedDrive Services or MINI Connected option needs to be specified.

### **About Spotify**

Spotify is an award-winning digital music service that gives you on-demand access to over 20 million tracks. Our dream is to make all the world's music available instantly to everyone, wherever and whenever you want it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Spotify is now available in 58 markets globally with more than 50 million active users, and over 12.5 million paying subscribers.

[www.spotify.com](http://www.spotify.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 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, 140 BMW motorcycle retailers, 121 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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