



**For Release:** December 18, 2014

**Contact: Matthew Russell**

Product & Technology Communications Manager  
201-307-3783 / [Matthew.Russell@bmwna.com](mailto:Matthew.Russell@bmwna.com)

**David J. Buchko**

Product & Technology Communications Spokesperson  
201-307-3709 / [Dave.Buchko@bmwna.com](mailto:Dave.Buchko@bmwna.com)

**Julian Arguelles**

Product & Technology Communications Spokesperson  
201-307-3755 / [Julian.JA.Arguelles@bmwna.com](mailto:Julian.JA.Arguelles@bmwna.com)

**BMW Unveils the ConnectedDrive Store, Allowing U.S. Customers to Purchase Services through BMW Vehicles.**

**BMW is the First Auto Manufacturer to Offer an In-Vehicle Store.**

**Woodcliff Lake, NJ – December 18, 2014...** Today, BMW announced plans to allow customers in the U.S. to use an all-new ConnectedDrive Store while inside their BMW vehicle to purchase select ConnectedDrive services, intelligent services and apps that provide drivers with information and entertainment during a drive. BMW is the first auto manufacturer to offer this convenience through the car in addition to sales channels at a dealership or via its BMW Assist™ call center.

At launch, services in the BMW ConnectedDrive Store available for purchase include Concierge, which provides practical information and advice to make every journey more comfortable. A live representative can, for example, help to find the locations of a theater, a restaurant or a hotel. The address can then be sent directly to the BMW's navigation system. Also included is emergency calling, which allows Concierge to place a phone call on the driver's behalf if one does not have access to a cell phone. Additional options available for subscription at the time of the launch are Navigation Map Updates as well as Internet service, which drivers can access safely and conveniently by iDrive Controller and the integrated high-resolution Control Display.

When drivers log in to the BMW ConnectedDrive Store, they are presented with an overview of the services and apps that are available for purchase or have already been booked for their

BMW. Drivers can also see remaining running periods for booked services as well as costs to purchase extensions or new services. Once selected and paid for, a service or app can be used within minutes.

In advance of the expected Spring 2015 launch of the ConnectedDrive Store, this new development will be on display at the BMW pavilion in the South Plaza, outside the Las Vegas Convention Center's South Hall during the **Consumer Electronics Show** in Las Vegas, January 6-9, 2015.

### **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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 140 BMW motorcycle retailers, 122 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.

# # #

**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).