

FROM: BMW of North America

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Request for Coverage

BMW TO SHOWCASE INNOVATIONS INCLUDING HIGHLY & FULLY AUTOMATED DRIVING, DRIVER INTERFACE ADVANCEMENTS AND NEW LIGHTING TECHNOLOGIES AT THE LAS VEGAS CONVENTION CENTER SOUTH PLAZA DURING THE 2015 CONSUMER ELECTRONICS IN LAS VEGAS.

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Additional Features to be Expanded Upon Include Electric Vehicle Charging Solutions, the ConnectedDrive Store and Connected Mobility Options Among Others.

BMW will once again be returning to Las Vegas for the **2015 Consumer Electronics Show at the Las Vegas Convention Center (3150 Paradise Road, Las Vegas, NV)** to showcase innovations including Highly & Fully Automated Driving, driver interface advancements and new lighting technologies. BMW will have a presence at the **South Plaza, located outside the Las Vegas Convention Center's South Hall, where BMW experts and representatives will be available for interview on Tuesday, January 6 through Friday, January 9, during show hours.**

BMW will be demonstrating **highly automated driving** at the South Plaza through the use of an **R&D integration with wearables** that allows a driver to call their all-electric BMW i3 and request to be picked up by using voice command on a specially-designed Smartwatch. The vehicle will then drive on its own to collect the driver.

BMW experts will also be onsite at the South Plaza to discuss research projects focused on **360-degree collision avoidance** and **fully automated Remote Valet Parking Assistant**. Through 360-degree collision avoidance, four advanced laser scanners on a BMW i3 research vehicle record the environment and identify impediments, such as columns in a parking lot. In order to prevent the threat of collision, the system brakes automatically if the vehicle is approaching an obstructing object too quickly. The fully automated Remote Valet Parking Assistant could be used to independently, without a driver, steer a BMW i3 research vehicle through multiple levels of a garage to find a parking spot, while the driver who has already exited the car can head out to a meeting. [360-degree collision avoidance and fully automated Remote Valet Parking Assistant Press Release.](#)

As the pioneer of a driver interface featuring a single controller and screen, paving the way for the next phase of interior control concepts, BMW will show what there is to come with a display on the **Interface of the Future** at CES 2015.

Several areas of the BMW exhibit will demonstrate advancements in **Electric Vehicle Charging Solutions**.

In addition, innovations in automotive **lighting technology** will be revealed to visitors onsite.

A leader in urban mobility solutions, BMW will be showing **Connected Mobility** with multiple stations designed to show how easy it is to connect to your vehicle and improve convenience in travel, starting at home on your couch through your smart TV or on-the-go through your Smartwatch.

BMW will also have an exhibit presenting the innovative, holistic portfolio of **BMW i Mobility Services** that help make life easier.

In advance of the expected Spring 2015 launch of the **ConnectedDrive Store**, an interactive display at the South Plaza will demonstrate how customers in the U.S. will be able to use an all-new ConnectedDrive Store while inside their vehicle to purchase select ConnectedDrive services. 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. [U.S. ConnectedDrive Store Press Release](#).

Test drives of the **M235i, M3, M4 Coupe** and all-electric **BMW i3** will be available on a first come, first served basis at the South Plaza during show hours January 6-9. A valid Driver's License is required.

DATE: **Tuesday, January 6 – Friday, January 9**

TIME: **Spokespeople are Available for Interview:**
Tuesday, January 6: 10:00amPST – 6:00pmPST
Wednesday, January 7: 9:00amPST – 6:00pmPST
Thursday, January 8: 9:00amPST – 6:00pmPST
Friday, January 9: 9:00amPST – 1:00pmPST

PLACE: **Las Vegas Convention Center**
3150 Paradise Road
Las Vegas, NV
*Please note that BMW will have a presence at the South Plaza, located outside the Las Vegas Convention Center South Hall

BMW executives and experts available for interviews include:

- **Dr. Verena Reischl** (Expert on Driver Interface Advancements)
- **Andreas Menath** (Expert on Driver Interface Advancements)
- **Dr. Markus Ablassmeier** (Expert on Driver Interface Advancements)
- **Marcus Behrendt** (Expert on Driver Interface Advancements)
- **Jochen Burgermeister** (Expert on Driver Interface Advancements)
- **Dr. Werner Huber** (Expert for Autonomous Driving)
- **Yves Pilat** (Expert for Autonomous Driving)
- **Jochen Otzelberger** (Expert for Autonomous Driving)
- **Dirk Ahrens** (Expert for Autonomous Driving)
- **Georg Tanzmeister** (Expert for Autonomous Driving)
- **Martin Friedl** (Expert for Autonomous Driving)
- **Dr. Moritz Werling** (Expert for 360-degree collision avoidance)
- **Benjamin Gutjahr** (Expert for 360-degree collision avoidance)

- **Laura Kanamueller** (Expert for ConnectedDrive)
- **JonMichael SanGiovanni** (Expert for ConnectedDrive)
- **Robert Hein** (Expert for BMW i Connected Mobility)
- **Dominik Gusenbauer** (Expert for BMW i Connected Mobility)
- **Klaas Klasing** (Expert for BMW i Connected Mobility)
- **Christian Spies** (Expert for BMW i Connected Mobility)
- **Taek Lim** (Expert for BMW i Connected Mobility)
- **Kristina Schmaderer** (Expert for BMW i Mobility Services)
- **Lorenz Rein** (Expert for BMW i Mobility Services)
- **Joachim Hauser** (Expert for BMW i Mobility Services)
- **Marcus Krieg** (Expert for BMW i Mobility Services)
- **Hjalmar Hengstmann** (Expert for BMW i Mobility Services)
- **Thomas Hausmann** (Expert for lighting technology)
- **Tina Henschik** (Expert for lighting technology)
- **Ulf Loescher** (Expert for lighting technology)
- **Armin Grimmeisen** (Expert for lighting technology)
- **Michaela Wiese** (Spokesperson, Expert for lighting technology)
- **Robert Healey** (Expert for Charging Solutions)
- **Cliff Fietzek** (Expert for Charging Solutions)
- **Dr. Jens Berger** (Expert for Charging Solutions)
- **Julian Lienich** (Expert for Charging Solutions)
- **Dieter Herbst** (Expert for Charging Solutions)
- **Evan Stalter** (Expert for Charging Solutions)
- **Stefan Opl** (Expert for Charging Solutions)
- **Josef Krammer** (Expert for Charging Solutions)
- **Andreas Wojcik** (Expert for Charging Solutions)

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