

FROM: BMW of North America

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Request for Coverage

BMW GROUP TO PRESENT AUTOMOTIVE INNOVATIONS, INCLUDING INTERNET OF THINGS INTEGRATIONS, INTERIOR OF THE FUTURE, BMW CONNECTEDRIDE, AND FUTURE DRIVING EXPERIENCES AT THE LAS VEGAS CONVENTION CENTER SOUTH PLAZA DURING THE 2016 CONSUMER ELECTRONICS SHOW IN LAS VEGAS.

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Additional Showcases Include BMW Digital Services, Advancements in Electric Vehicle Charging and Lighting Technologies, Among Others.

BMW will return to Las Vegas for the **2016 Consumer Electronics Show at the Las Vegas Convention Center (3150 Paradise Road, Las Vegas, NV)** to showcase Internet of Things and Smart Home integrations, the Interior of the Future, Future Driving Experiences, and BMW ConnectedRide. 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 interviews on Wednesday, January 6 through Saturday, January 9, during show hours.**

BMW will demonstrate how the all-electric BMW i3 can be further connected to drivers' daily lives with **Internet of Things and Smart Home integrations**. Through advancements in R&D projects, drivers could precondition their homes and vehicles, remotely park their BMW i3 and schedule a charging program based on their daily agenda.

Interior of the Future advancements, **Future Driving Experiences** and **BMW ConnectedRide** will be revealed.

BMW will present **Advancements in Mobility Solutions** through innovative technologies for urban environments.

BMW will also demonstrate **ConnectedDrive** innovations currently available in the BMW 7 Series, including remote controlled parking, gesture control and touch command.

Test drives of the **BMW 7 Series**, **BMW i vehicles** and **BMW M vehicles** 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: Wednesday, January 6 – Saturday, January 9, 2016

TIME: Spokespeople are available for interview:
Wednesday, January 6: 10:00 a.m. – 6:00 p.m. PT
Thursday, January 7: 9:00 a.m. – 6:00 p.m. PT
Friday, January 8: 9:00 a.m. – 6:00 p.m. PT
Saturday, January 9: 9:00 a.m. – 1:00 p.m. PT

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.

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