

# BMW

## U.S. Press Information

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**Contact: Justin Berkowitz**

BMW of North America, LLC  
[Justin.Berkowitz@bmwna.com](mailto:Justin.Berkowitz@bmwna.com)  
(201) 307-4314

**Mariella Kapsaskis**

BMW of North America, LLC  
[Mariella.Kapsaskis@bmwna.com](mailto:Mariella.Kapsaskis@bmwna.com)  
(201) 930-3166

### **BMW CarData: Secure and private control of vehicle data for customers.**

- Launch of BMW CarData system enables customers to easily manage access to their vehicle data.
- Security and privacy by design using BMW's existing secure infrastructure.
- This high degree of customer empowerment is unprecedented in auto industry in the U.S.

**Woodcliff Lake, NJ – June 29, 2020...** BMW of North America announced today the U.S. introduction of BMW CarData, a new set of tools for customers to see and manage how their vehicle data is used. This means that BMW owners in the U.S. will have the ability to choose the vehicle connectivity, privacy, and services that are right for them – including links to third-party services in the future – all through a secure, private platform.

To access the CarData service, a customer must have a telematics-enabled BMW vehicle with a built-in SIM card registered in the [ConnectedDrive portal](#). Customers will have access to the most important telematics data from their vehicle which is securely sent from the vehicle to secure BMW servers. A customer can request a BMW CarData report at any time which shows three types of vehicle data: Condition data (such as mileage); usage-based data (such as average fuel consumption); and event data (such as an automated service call).

There is more to come, too. In the near future, BMW customers will be able to use the connectivity of their vehicle for convenient third-party services such as insurance policies based on actual mileage. This data link will happen through the secure BMW CarData system, without any direct access by third-party services to BMW vehicles. Customers stay in full control over the data that is shared, with whom, and for how long. A CarData report of the data released to third parties is available for customers to download at any time via the ConnectedDrive portal. The report contains a detailed list of the telematics data stored in connection with the vehicle and a glossary explaining key terms.

The launch of BMW CarData in the U.S. follows the successful introduction of CarData in Germany in 2017. For more information about BMW CarData in the U.S., visit [BMW ConnectedDrive](#).

## **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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 144 BMW motorcycle retailers, 119 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (U.S.) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).