

BMW

U.S. Press Information

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BMW adds New SiriusXM with 360L Platform for 2021.

- Standard on most 2021 BMW models starting from July 2020 production.
- On Demand programming available any time.
- Personalized, curated entertainment.
- Listen to SiriusXM anywhere with your All Access subscription.

Woodcliff Lake, NJ – July 16, 2020... Today, BMW is proud to announce the addition of SiriusXM with 360L to many BMW vehicles starting from the 2021 model year. Available on the 2 Series Gran Coupe, 3 Series, 4 Series, 5 Series, 8 Series, X3, X4, X5, X6, X7 and Z4 Roadsters, SiriusXM's next generation platform expands audio entertainment options for the BMW owner by offering new features and listening options in and out of their vehicle. The first BMW models equipped with SiriusXM with 360L are expected to be available at BMW dealerships this summer.

First available on BMW models in 2002, SiriusXM has been an important and well-received part of the integrated entertainment services offered to BMW customers. With the latest SiriusXM with 360L listening experience, drivers and their passengers gain access to more than 10,000 hours of SiriusXM's recorded On Demand content whenever they want – including exclusive interviews, unique shows and live performances. With more live channels, an extensive selection of ad-free music, plus sports, wide-ranging entertainment and news, the new expanded platform offers almost limitless options.

“BMW produces some of the finest vehicles in the world, and their reputation for delivering the ultimate driving experience is well-deserved. BMW’s broad adoption of SiriusXM with 360L will give drivers a more rich, diverse and exclusive audio entertainment offering,” said **Chris Paganini, VP, Automotive Partnerships, for SiriusXM**. “SiriusXM with 360L will be available in several of BMW’s most popular 2021 models, meaning more drivers than ever can discover and enjoy exactly what they want, when they want, from SiriusXM’s variety of premium content.”

New BMW vehicles equipped with standard SiriusXM with 360L include the top-tier 12-month All-Access subscription which also allows for listening on the SiriusXM app on mobile devices and on connected home devices.

“For almost two decades, BMW drivers have been enjoying the unique entertainment content provided by SiriusXM. In-vehicle entertainment has always been important and today, our customers’ expectations have grown to include the choice to listen to exactly what they want to listen to in that moment,” said **Ralph Mahler, Department Head, BMW Product & Strategy**. “Just as we were back in 2002, we are excited to be one of the first to offer the new SiriusXM with 360L service to our owners and drivers. Offering entertainment options is as critical to us as offering a choice of how you wish to interact with your vehicle to make driving your BMW an exciting experience every single day. This experience must always be premium however and this premium experience is what our partnership with SiriusXM brings to the enthusiastic BMW owners.”

New SiriusXM with 360L Platform highlights include:

On Demand: Choose from thousands of hours of On Demand shows, performances and interviews, available for the first-time ever in your BMW, so you never have to miss a moment.

For You: Search less and enjoy more — get personalized recommendations of channels and On Demand shows, curated just “For You” based on your listening history and SiriusXM favorites.

Live Sports Category: Find NFL, MLB®, NBA, NHL®, college football and basketball games and other sports —in pre-game, in-progress or final states — in one location for quick access to the action. Favorite your team to get its broadcast whenever you tune in.

Genre Category Menus: Easily browse and find the genre of channels and other content that fits your mood.

Related: Get recommendations of channels and shows related to what you're currently listening to, so there's always something up next.

Search: Just enter the artist name or channel you're looking for to easily find what you want to listen to.

Profiles: Create up to 5 SiriusXM user profiles so every listener has their SiriusXM Favorites and personalized recommendations just a touch away.

Future Software Services and Updates

BMW vehicles that feature SiriusXM with 360L will be equipped to receive software updates that will allow BMW owners and lessees to receive the latest features from SiriusXM. One expected future software update will enable 360L's newest feature, Personalized Stations Powered by Pandora. With Personalized Stations Powered by Pandora, drivers can create their own ad-free music stations based on the artist they are listening to, then give songs a thumbs up or thumbs down within the SiriusXM service, or even skip songs, to create their own personal channel that plays more of what they want.

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 (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in the U.S., and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora together reach more than 100 million people each month with their audio products. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers and directly to consumers through aftermarket devices. For more about SiriusXM, please go to: www.siriusxm.com.

www.bmwgroup.com

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