

BMW

U.S. Press Information

For Release: Immediate

Contact: Jay Hanson
BMW Product & Technology Spokesperson
201-307-4085 / Jay.Hanson@bmwna.com

Alex Schmuck
BMW Product & Technology Communications Manager
201-307-3783 / Alexander.Schmuck@bmwna.com

HERE HD Live Map Powers hands-free driving and routing functionalities in the new BMW 7 Series.

- The BMW Group launches SAE Level 2+ automated driving with HERE HD Live Map
- The new 2023 BMW 7 Series is the first vehicle to roll out SAE Level 2+ automated driving at speeds up to 85 mph in the US and Canada.
- Functionality will be extended to further models based on the same technical platform.
- HERE already provides the BMW 7 Series with Predictive Routing and Real-Time Traffic Information

Woodcliff Lake, NJ – November 7, 2022... HERE Technologies, the leading location data and technology platform, today announced that the BMW Group is utilizing the HERE HD Live Map, HERE's high-definition map, to enable hands-free driving in the United States and Canada. HERE is one of the world's first companies to provide high-definition maps for Level 2+ automated driving capabilities in series production vehicles. This is the result of a long-standing collaboration between BMW and HERE on next generation mapping capabilities.

7 Series is the first BMW series production vehicle to use HERE HD Live Map for hands-free driving.

BMW first introduced hands-free driving at a maximum speed of 85 mph in 2018. Now, the all-new 7 Series is BMW's first production vehicle with SAE Level 2+ automated functionalities.

With the HERE HD Live Map onboard, this function enables hands-free driving on interstates and highways, provided drivers remain focused on the road ahead and ready to take control. Additionally, the HERE platform provides functionality for the vehicle's navigation system to display in real-time where the SAE Level 2+ function can be activated safely. Over time, the HERE HD Live Map will be integrated in additional BMW models as automated driving capabilities increase across vehicles, roadways, and regions.

"A digital HD map is essential for highly automated driving. HERE HD Live Map is rich and reliable: it provides road geometry, route profile, and traffic signs – all on a global scale," said Dr. Nicolai Martin, Senior Vice President Driving Experience at BMW Group. "We have been working with HERE for many years to bring highly automated driving to market, and we are no thrilled to see the result of our collaboration finally come to life. Together, we are going one step further in delivering on our promise to provide a superior driving experience to our customers."

"We're delighted to see our HERE HD Live Map enable automated driving at Level 2+ for BMW series production vehicles. This collaboration demonstrates the value of maps for highly automated driving. We look forward to supporting the expansion of Level 2+ to all types of roads," said Fred Hessabi, Executive Vice President and Chief Customer Officer at HERE Technologies.

HERE HD Live Map: a key component to automated driving safety and user comfort.

The HERE HD Live Map consists of rich, highly accurate and fresh layers of data to support the vehicle in knowing exactly where it is on the road and what road features lie ahead. The lane-level data serves as a redundant source of information to the on-board sensors, providing additional quality assurances for the system. HERE HD Live Map helps a vehicle to proactively adjust its behavior to upcoming road characteristics.

BMW 7 Series utilizes Predictive Routing and HERE Real-Time Traffic.

Like the BMW iX, the all-new BMW 7 Series also features HERE Predictive Routing, a cloud-based routing functionality that learns individual driving patterns to propose more personalized journeys. In addition, the all-new BMW 7 Series uses HERE Real Time Traffic across 70 countries. The service delivers drivers detailed information on traffic congestion with lane-level

precision and potential road hazards ahead, with automatic re-routing capabilities, helping drivers stay safe and save time.

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; a technology office in Silicon Valley 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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 105 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.

#

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

#