

# BMW

## U.S. Press Information

For Release: **Embargo: Wednesday, March 8, at 4:00 AM ET / 1:00 AM PT**

**Contact: Jay Hanson**  
BMW Product & Technology Spokesperson  
201-307-4085 / [Jay.Hanson@bmwna.com](mailto:Jay.Hanson@bmwna.com)

**Alex Schmuck**  
BMW Product & Technology Communications Manager  
201-307-3783 / [Alexander.Schmuck@bmwna.com](mailto:Alexander.Schmuck@bmwna.com)

### **BMW Presents the New BMW iDrive**

- Customizable home screen for optimal ease of use.
- Quick function selection thanks to a 'flat' menu structure.
- BMW iDrive has been setting the standard for intuitive human-vehicle interface for over 20 years.

**Woodcliff Lake, NJ – March 8, 2023...** Today, BMW presents the next stage of development of BMW iDrive. A new home screen with clearly arranged functions offers greater ease of use on the BMW Curved Display. The system's QuickSelect concept brings an improved menu structure that takes its design inspiration from consumer electronic devices. The new BMW iDrive plays a critical role in delivering a focused, assured driving experience by showing the right information in the right place. The new BMW iDrive system will be gradually introduced in current models over the course of 2023.

"Today, BMW iDrive is more than just a control and operating system – it's a digital world of experience allowing human and car to interact with one another and exchange information," remarks Stephan Durach, Senior Vice President BMW Group Connected Company Development. "As we said at the Consumer Electronics Show in Las Vegas in January 2023, we are continuously enhancing the associated user experience based on the latest available technology." This translates into a broader offering of digital content for information and entertainment, shorter function update cycles, better information on charging points for electric vehicles and improved access to a host of specific online services.

With its new graphic interface and optimized menu structure, BMW iDrive will focus squarely on interaction via the touchscreen and natural language. The BMW Curved Display will continue to serve as the point of interaction for the multi-sensory BMW iDrive experience.

**New home screen shows functions on a single level and enables rapid access.**

The new zero-layer principle means that all relevant functions and information are shown on a single level, making it possible to select a desired function without first having to enter a submenu. Instead, live widgets appear in a vertical arrangement on the driver's side of the user interface, accessible with a touch of a finger. The QuickSelect functionality makes it possible to directly select entertainment programs, contact lists and vehicle settings, start interaction with the BMW Intelligent Personal Assistant, or activate other menu options, all by touch. And once the relevant settings have been chosen, a quick tap on the home icon at the lower edge of the display is all it takes to return to the home screen.

**BMW orientates itself on today's operating habits and offers a user experience that fits the high standards of the brand.**

The operating concept for the new BMW iDrive therefore aligns with user habits established with today's consumer electronics devices. The new, flat menu structure makes activating functions and settings much faster and simpler. At the same time, the system goes a long way towards enriching the driving experience in a BMW. The digital content is – just like the hardware, in the form of the BMW Curved Display – designed to enhance the driver focus for which BMW is renowned. BMW iDrive provides the right information in the right place at the right time.

To ensure intuitive interaction while driving, the graphic interface and menu structure feature a layout developed by BMW Group Design that is both consistent and characteristic of the brand. As a result, customers can enjoy a signature BMW user experience at all times.

**BMW Operating System 8.5 and BMW Operating System 9 lay the foundations.**

The new BMW iDrive with QuickSelect is a further development of the BMW Operating System 8 fitted in current BMW models with BMW Curved Display, and is based on the latest-generation infotainment head units, which is also responsible for graphic processing. The new BMW Operating System 8.5 will be introduced gradually in the following models

beginning with July 2023 production:

- BMW 7 Series
- BMW iX
- BMW i4
- BMW X5
- BMW X6
- BMW X7
- BMW XM

It will continue to be based on Linux and will be combined with the largest version of the BMW Curved Display.

The new BMW Operating System 9, based on Android Open Source Project software, will appear in the compact class first in the new BMW X1, beginning with November 2023 production.

### **The transition from push, turn and press to swipe, tap and natural language.**

When the BMW iDrive system was first launched in 2001 with the new BMW 7 Series, its main purpose was to use one display and one interactive element for as many functions as possible in order to cut down on the number of buttons, controls and displays. The BMW iDrive Controller therefore became the universal control device as we knew it from a computer mouse. Scrolling and clicking on a desktop became turning, pushing and pressing in a car – intuitively and with minimal distraction from the road ahead.

After about 20 years, the digital user experience is dominated by touchpads, touch-sensitive smartphone displays and voice assistants. Swiping, tapping and speaking are the most common methods of interaction. The BMW Curved Display's touchscreen functionality and dialogue using natural language represent the contemporary form of interaction between human and vehicle.

### **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 as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 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](http://www.bmwusanews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

# # #