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All-new BMW iDrive coming to the Neue Klasse.

- **The new display and operating system will be available in the Neue Klasse from 2025.**
- **BMW Panoramic Vision enhancing BMW driver orientation.**
- **User experience for all passengers.**

Woodcliff Lake, NJ – September 2, 2023...With the new BMW iDrive, BMW is bringing a display and operating concept to the next vehicle generation which enables a completely new intuitive interaction paradigm between the driver and vehicle. The next development leap will follow in the Neue Klasse from 2025. The future generation of BMW iDrive will transform the vehicle into a digital experience space. With BMW Panoramic Vision, a new multifunction steering wheel, the new central display and a new BMW 3D head-up display as central display and operating elements, the quintessential BMW user experience is being reinterpreted in all Neue Klasse models.

Logical progression of BMW iDrive with new technologies.

The next technological leap enables a modern, characteristically BMW interior design with a focus on touch and advanced voice interaction.

BMW iDrive in the Neue Klasse is characterised by four central elements.

BMW Panoramic Vision is based on a completely new head-up display technology. It projects information at a height perfectly matched to the driver across the entire width of the windscreens.

BMW Panoramic Vision is complemented by the new **BMW 3D Head-Up Display** for active driving situations, which displays the required information, such as assisted driving or traffic guidance, with high precision as 3D animations in the driver's line of sight.

With the new **multifunction steering wheel**, the display contents of BMW Panoramic Vision and the BMW 3D head-up display can be individually controlled according to the principle eyes on the road, hands on the wheel. Operation is convenient and precise via the steering wheel buttons, and is enhanced by the active haptic feedback and multilayer technology.

BMW iDrive in the Neue Klasse focuses on the new **central display** with characteristically BMW styling and intuitive touch function. The matrix backlight technology of the new central display ensures a high resolution for the displays, vibrant colours and strong contrast, regardless of the specific light conditions.

The future BMW iDrive will continue to feature the QuickSelect concept introduced in 2023. The system in the Neue Klasse is based on a highly integrated software architecture and uses the next generation of the BMW Operating System. The vehicle's smart connectivity with the BMW Cloud as well as the customer's digital ecosystem creates an immersive user experience and brings a new dimension to the human-car interaction. It transforms the vehicles of the Neue Klasse into digital experience spaces.

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.

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

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