

BMW

U.S. Press Information

For Release: Immediate

Contact: Jay Hanson

BMW Product & Technology Spokesperson

Jay.Hanson@bmwna.com

Alex Schmuck

BMW Product & Technology Communications Manager

Alexander.Schmuck@bmwna.com

BMW model upgrade measures for summer 2024.

- New in-car gaming titles and a new My Mode available in the ConnectedDrive Store.
- Enhanced route guidance with additional information.
- New paint, leather, and wheel choices for BMW XM and XM Label.

Woodcliff Lake, NJ – May 28, 2024...An expanded range of optional equipment, new digital services, and technological enhancements will provide more driving pleasure in the BMW model range in the summer of 2024. For vehicles equipped with BMW Operating System 8.5 and BMW Operating System 9, the range of titles for in-car gaming and the selection of My Modes will be expanded. In addition, the search for charging stations both in the vehicle and via the My BMW app is being further optimized. New exterior finishes, light-alloy wheels and leather upholstery are available for the high-performance models in the BMW XM series.

In-car gaming has expanded with new titles, and a new offering in My Modes.

The variety of in-car gaming options is being expanded with the AirConsole platform. New to the selection of casual games, which can be played on the control display and with a smartphone as a controller when the vehicle is stationary, are the titles “Who Wants to Be a Millionaire?”, “Starlit Kart,” “Starlit Adventures,” and “Trivia Crack.”

From summer 2024, Silent Mode will be added to the My Modes menu in some models. Silent Mode can be selected whenever the driver desires the most relaxed and focused driving environment possible. When activated, the entertainment is muted, and the information displayed on the instrument panel is reduced to a minimum. A soft, fading screensaver is shown on the central display, any sunshades present are closed, the ambient lighting is turned off, and, in Operating System 8.5, do not disturb is activated.

Silent Mode will be included on model year 2025 BMW 7 Series, BMW iX, and BMW 5 Series from July production or available as an upgrade through the ConnectedDrive Store. For the BMW X1 and BMW X2 with BMW Operating System 9, it will be offered as part of BMW Digital Premium.

Enhancements to route information and optimized searches for charging stations.

In vehicles with BMW Operating System 8.5, the cloud-based BMW Maps navigation system can now provide information on parking and rest areas along the planned route in the route overview. Charging stations for all-electric models are also displayed there, supplementing the eRoute function. Selecting a charging station is made even more convenient thanks to an advanced filter function. In the My BMW app, the search for a charging station can also be limited to the facilities of the customer's preferred operators.

New options for individualizing the BMW XM.

New options for customizing the exterior and interior are offered for the BMW XM models. The high-performance Sports Activity Vehicle can thus be tailored even more precisely to the customer's personal style.

For model year 2025, all the exterior colors available for the XM will be available for the XM Label. In addition to the standard Brooklyn Grey metallic, customers may now specify:

- Sao Paulo Yellow
- Carbon Black metallic
- Black Sapphire metallic
- Mineral White metallic
- Marina Bay Blue metallic
- Dravit Grey metallic
- Toronto Red metallic

- Isle of Man Green metallic
- Cape York Green metallic

The new personalization options also extend to the interior of the BMW XM Label. Along with the Fiona Red with Black Full Merino Leather upholstery, the XM Label may be fitted with any of the interior colors currently available on the BMW XM, including:

- Black Extended Merino Leather
- Sakhir Orange with Black Extended Merino Leather
- Silverstone with Vintage Coffee Full Merino Leather
- Deep Lagoon with Vintage Coffee Full Merino Leather

Finally, both the XM and XM Label can be ordered with 23-inch wheels in a new Jet Black finish.

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 assembles 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, www.miniusanews.com and www.press.bmwna.com.

#