

BMW

U.S. Press Information



For Release: Immediate

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BMW Maps with Driver Assistance combines navigation and driver assistance information in a single 3D view.

- Combines route guidance, vehicle surroundings, and driver assistance information on the central display.
- The integration helps drivers understand navigation and active assistance functions in complex traffic situations.
- Beginning in November 2026 for BMW vehicles equipped with BMW Operating System X.

Woodcliff Lake – October 20, 2026... Starting in November 2026, the BMW Group will introduce BMW Maps with Driver Assistance¹ for BMW vehicles equipped with the BMW Operating System X. The feature combines route guidance, the vehicle's surroundings, and driver assistance information into a single 3D view on the central display. This allows drivers to see not only the next navigation step, but also how the vehicle perceives its surroundings and which assistance functions are supporting the task of driving.

The display shows the vehicle's precise position within its lane and at the correct road level, helping drivers navigate highways, intersections, and city traffic. It also helps drivers understand how assisted and semi-automated driving functions relate to the current driving situation.

¹ The BMW Maps feature with driver assistance is available only in combination with Highway Assistant or Highway & Commuting Assistant in select countries, cities, and on select roads. Rollout is occurring in phases.

How the display supports driver assistance.

BMW Maps with Driver Assistance displays information about active driver assistance functions, such as Highway Assistant. Highway Assistant enables hands-free driving on highways at speeds of up to 85 mph. It controls both speed and steering and supports automated lane changes after the driver confirms with a glance. With active route guidance via BMW Maps, Highway Assistant provides support from the highway on-ramp all the way to the exit.

“An important step toward highly automated driving is the intelligent interaction between navigation and driver assistance. BMW Maps with Driver Assistance² shows drivers how route guidance, environmental perception, and assistance functions work together. This provides better orientation when driver assistance is active—developed by the BMW Group in collaboration with Mapbox,” says Stephan Durach, Senior Vice President of Digital Services, Infotainment, and Connected Company at the BMW Group.

“We’re thrilled to partner with the BMW Group to be the first to bring this next generation navigation experience to market. Drivers can see exactly which lane they need to be in and everything happening around the vehicle. All of this is brought together in a seamless view – making every trip easier so drivers can enjoy the ride and never miss a turn again,” says Peter Sirota, CEO of Mapbox.

The integrated display in BMW Maps is based on the new generation of driver assistance systems working in conjunction with the BMW Operating System X. BMW Maps with Driver Assistance¹ is developed in-house by the BMW Group and utilizes navigation data and map technology from its partner, Mapbox. The combination of navigation, 3D map display, and driver assistance makes BMW Maps a key differentiator in intelligent vehicle guidance across international markets.

BMW Maps with Driver Assistance | Summary

- **Everything in a single 3D view:** Starting in November 2026, BMW Maps will combine navigation, the vehicle’s surroundings, and driver assistance information into a single 3D view for BMW vehicles equipped with Operating System X.

² The BMW Maps feature with driver assistance is available only in combination with Highway Assistant or Highway & Commuting Assistant in select countries, cities, and on select roads. Rollout is occurring in phases.

- **More intuitive driver assistance:** The integrated display shows how the vehicle perceives its surroundings and whether assistance functions are supporting the driver, from complex situations in city traffic to hands-free assisted driving on the highway.
- **Intelligent integration of navigation and driver assistance:** This feature, developed by the BMW Group, combines precise map information, vehicle sensors, and artificial intelligence. BMW Maps uses navigation data and mapping technology from Mapbox.

BMW Group in the United States

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually. For more information about BMW Group's business and products in the U.S., please visit: [PressClub USA](#).

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