

BMW Group

Corporate and Governmental Affairs

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Unlimited personalisation with BMW ConnectedDrive. Infotainment of the future – Concept BMW Application Store.

Munich. These days, the success of any mobile phone is determined not least of all by the availability and range of “apps”, or applications. It is primarily these numerous little extra programs, which can be subsequently downloaded, that provide the greatest use. BMW is presenting its Concept BMW Application Store at the Frankfurt Motor Show (IAA). It is the world’s first carmaker to demonstrate the fundamental possibility of downloading and storing individual applications either from the car at any time on the move or from your PC at home. It means that, as with a mobile phone, the car can be adapted to the needs and interests of its occupants for the first time, thus benefiting from almost limitless personalisation. The Concept BMW Application Store is a further innovative highlight of BMW ConnectedDrive.

At the touch of a navigation system button.

Conceivable examples of this are – as in the showcase –multimedia travel guides from MERIAN, Geowiki, games, web radio, podcasts, Facebook®, XING and Twitter®. In addition to this scope for individualisation, another stand-out feature of the visionary Concept BMW Application Store is the ability to transfer contact data such as addresses or telephone numbers to the navigation system or mobile phone at the touch of a button. The information is displayed in suitable adapted form by the vehicle’s HMI (Human Machine Interface), i.e. its operating logic. In practical terms, this means that, via the menu path “BMW Services”, “Application Store”, “On the road”, customers can download digital travel information and tips from MERIAN (as audio guides in audio book quality or in picture and text form) on points of interest, hotels, restaurants and leisure/nightlife options, manage contacts on “social networks”, and receive and compose tweets – all without leaving the car. Plus, the menu item “Entertainment” leads the user to options including podcasts and a “guess the origin of the licence plate” quiz.

Applications draw on car-related data.

Applications from the Concept BMW Application Store of BMW ConnectedDrive draw on information from the vehicle. With the BMW applications for XING and Twitter®, for example, the car’s position is taken from the navigation system and,

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Page 2

if the system is actively guiding the car to a destination, information about the destination time and location are used. Beyond that, the future use of numerous other vehicle data for BMW applications is conceivable, e.g. acceleration or braking data.

Always at the cutting edge of development.

In the future, vehicle occupants could be supplied with a constant stream of new and interesting applications to download from the visionary Concept BMW Application Store. It may also be possible to download software to the car at any time while on the move. In this way the vehicle would be kept up-to-date with the latest developments throughout its service life and costumers would continue to benefit from the BMW Group´s latest technical innovations after buying their car.

About BMW ConnectedDrive.

Under the overall concept of BMW ConnectedDrive, BMW assembles a unique portfolio of innovations which enhance comfort, allow infotainment to be experienced at a new level and significantly improve safety in a BMW. Here BMW ConnectedDrive stands for the exchange of information between the driver, the vehicle and the environment. Whether it's the latest traffic reports, e-mails, emergency call function, Night Vision with pedestrian recognition, BMW Routes, the Internet or telephone information services – the comfort, infotainment and safety systems on board a BMW provide the driver with as much information and as many services as are needed and desired at any time. That's because BMW ConnectedDrive bundles all the functions available to the driver that make Sheer Driving Pleasure an even more comfortable, safe and intensive experience. Further information is available on the Internet at www.bmw.com/connecteddrive.

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