



For Release: December 15, 2014

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BMW at the North American International Auto Show (NAIAS) 2015 in Detroit

Woodcliff Lake, N.J. - December 15, 2014

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1. BMW at the North American International Auto Show (NAIAS) 2015 in Detroit. (Summary)



On January 12, 2015 BMW will welcome in the new car year by unveiling a raft of new products at the North American International Auto Show (NAIAS) in Detroit.

A fixture on the calendar since 1907, the event originally known as the Detroit Auto Show has a long tradition in the USA. This year will be the 27th time it has been held on an international stage, and more than 200 exhibitors will gather at the COBO Center on the Detroit River to present their latest offerings to a large audience. More than 18 million people have visited the show since 1989. The public days take place from January 17 – 25.

Celebrating their world premieres in Detroit are the new BMW 6 Series Convertible, Coupe and Gran Coupe, as well as the new BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe high-performance models. They will be joined at the NAIAS by the cutting-edge BMW i models and innovative services encompassing the world of electric mobility. In addition, BMW ConnectedDrive will be showcasing its new over-the-air regular automatic map updating technology for the on-board navigation system.

The new BMW 6 Series Convertible, the new BMW 6 Series Coupe and the new BMW 6 Series Gran Coupe: three genuine athletes grace the luxury class.

One highlight of the BMW stand at this year's Detroit Motor Show is the world premiere of the new BMW 6 Series model range. Through three generations, the BMW 6 Series has defined that unique blend of style and elegance with the performance and handling that one would expect of The Ultimate Driving Machine™. For the 2016 model year the third-generation of BMW 6 Series receives a range of enhancements that refine the character that is unique to the 6 Series. Now offered in three distinct body styles – traditional two-door Coupe, open-air Convertible and unique four-door Gran Coupe – all three are again offered with a choice of BMW TwinPower Turbo engines, the 315 horsepower inline-six in the 640i models and the 445 horsepower V8 in the 650i models.

The new BMW M6 Coupe, the new BMW M6 Convertible and the new BMW M6 Gran Coupe: driving dynamics, exclusivity and efficiency from the top drawer.

Another Detroit highlight will be the world premiere of the new BMW M6 models. The BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe allow BMW M GmbH to restate its leadership in the high-performance luxury segment. The outgoing models had

already set new benchmarks with the flawless balance of power, efficiency, agility, comfort and luxury that is typical of M models. And now the new BMW M6 line-up is poised to write a fresh chapter in this success story, fueled by enhancements to a rock-solid concept. Part of the credit here goes to an extended range of standard equipment, the cutting-edge tech-style interior with an enhanced iDrive Display and center console in black panel design, and the even greater **scope for individualization** brought about by new exterior colors, new leather shades, a full-leather trim variant with contrast stitching and attractive accents in black chrome. The unparalleled 4.4-liter V8 turbocharged engine delivers a two-pronged promise of extraordinary performance coupled with impressive efficiency. This high-tech engine boasts innovative M TwinPower Turbo technology and develops 560 hp.

The mobility of the future: BMW i rolls out additional services to complement the BMW i3 and BMW i8.

Following the successful launch of the electric-powered BMW i3 and the BMW i8 plug-in hybrid sports car, BMW i is now extending its range of services focusing on every aspect of electric mobility and rolling them out internationally. With the BMW i3 and BMW i8, BMW i offers customers not only a choice of electric vehicles, but also far-reaching complementary products to ensure the cars provide long-term service. ChargeNow, for example, is a charging and payment service which is enjoying continuous expansion. In the US, ChargeNow provides access to the nationwide network of Chargepoint charging stations. The network of DC fast charging stations in the US will continue to expand, thanks in part to the introduction of the BMW i DC fast charger, the industry's first wall-mounted DC fast charger.

The ParkNow web and app-based service helps BMW i drivers to find a space as and when they need one while out and about. ParkNow offers car park and roadside parking spaces in hundreds of cities across North America and can filter the results of searches according to price, distance and the availability of services such as charging stations and car washes. DriveNow offers car-sharing options for more than 350,000 registered customers in the USA and Europe at the latest count, and another international rollout is now in the pipeline. And finally, "second-life" pilot projects in the US, Germany and China allow lithium-ion batteries from BMW i vehicles to be used as stationary energy storage devices after their service life on the road has come to an end.

Always up to date thanks to intelligent connectivity: navigation map updates via mobile phone networks.

With regular automatic map updating for the navigation system, BMW is widening its lead as the world's top provider of on-line-based in-car services. Updating takes place over the air (via the mobile phone network) using the vehicle's built-in SIM card. This innovative solution, which entails no license fees or data transfer charges for customers, forms part of the new generation of the BMW Navigation System. The system updates itself regularly several times a year whenever a new regional map version becomes available. The update is installed conveniently and completely automatically. Regular updating means there is never any delay before users are able to use the latest map software, providing the basis for an impeccable navigation experience.

For the latest information about US specifications, including fuel efficiency, equipment, and pricing, please visit www.bmwusa.com.

2. BMW at the North American International Auto Show (NAIAS) 2011 in Detroit. (Long version)



2.1 The new BMW 6 Series Convertible, the new BMW 6 Series Coupe and the new BMW 6 Series Gran Coupe: Three genuine athletes grace the luxury class.

Through three generations, the BMW 6 Series has defined that unique blend of style and elegance with the performance and handling that one would expect of The Ultimate Driving Machine™.

- **The new BMW 6 Series follows in the tradition of legendary dream cars.**
- **One model series, three individual characters majoring in exclusive open-top driving pleasure, majestic performance and irresistible aesthetics.**
- **The BMW 6 Series Convertible and BMW 6 Series Coupe offer sharper sports performance, the BMW 6 Series Gran Coupe boasts a heightened sense of elegance.**

Now offered in three distinct body styles – traditional two-door Coupe, open-air Convertible and unique four-door Gran Coupe – all three are again offered with a choice of BMW TwinPower Turbo engines, the 315 horsepower inline-six in the 640i models and the 445 horsepower V8 in the 650i models. The new BMW 6 Series meet the highest expectations of a sporting luxury car in terms of handling, comfort, advanced technology and imposing elegance. Eye-catching accents and pinpoint refinements highlight the aesthetics of their body design and the exclusive flair of their interiors. The introduction of the Black Accent Package, gives customers a new and attractive option when it comes to injecting these extraordinary cars with an even sportier or more luxurious aura. Among the items offered in this new package are new, high-quality surfaces and a new bi-color Nappa leather trim option. An extended range of BMW Individual features is also available.

The design of the body is a case study in power and sportiness. For example, the new structure of the BMW kidney grille – with its larger openings – provides an indication of the amount of cooling air required by the powerful engines. The front and rear aprons accentuate the width of the body, as well as the car's power and solidity, while all six-cylinder models come with larger tailpipe tips. The newly developed full-LED headlights exude a sophisticated aura and are standard.

New Jatoba metallic, Cashmere Silver metallic, Glacier Silver metallic, Mediterranean Blue metallic and Melbourne Red metallic paintwork finishes add renewed freshness, while new exclusive multi-spoke 20-inch light-alloy wheels can be specified as an option.

Superior sports performance, optimised efficiency.

A sporty driving experience lies at the heart of everything the new BMW 6 Series Convertible, the new BMW 6 Series Coupe and the new BMW 6 Series Gran Coupe stand for. The performance capability of their engines, which boast cutting-edge BMW TwinPower Turbo technology, is further accentuated by the sports exhaust system now standard on all 6 Series models. Evidence of the enormous dynamic potential offered by the BMW 6 Series model range comes in the form of the high-performance sports cars from BMW M GmbH which it has spawned.

BMW TwinPower Turbo technology helps the engines to develop their power instantaneously, gives them a vivacious appetite for revs and imbues them with impressive efficiency. The extensive array of BMW EfficientDynamics technology and the cars' optimized aerodynamic properties also contribute to a further reduction in fuel consumption and emissions. For example, the BMW 640i Convertible, BMW 640i Coupe and BMW 640i Gran Coupe – all powered by a BMW TwinPower Turbo inline six – exceed 30 mpg on the highway according to EPA mileage estimates (rear-wheel drive models), thanks in part to the standard 8-speed Steptronic sport automatic transmission. The 650i models are powered by BMW's latest TwinPower Turbo 4.4-liter V8. The engine produces 445 horsepower and 480 lb-ft of torque. Mated to the standard 8-speed Steptronic sport automatic transmission, 650i models can accelerate from 0 – 60 mph in just four-and-a-half seconds. According to EPA mileage estimates, the BMW 650i will deliver up to 25 miles per gallon on the highway.

State-of-the-art suspension technology honed even more precisely to each individual model strikes a fine balance between agility and comfort. Customers can specify sophisticated options to complement this technology: Dynamic Damper Control adapts its responses electronically to the situation at hand, and the Adaptive Drive system – which includes active roll stabilization – further enhances the driving qualities of the new BMW 6 Series models. In addition to controlling the amount of speed-dependent steering assistance generated and regulating the steering angle of the front wheels, Integral Active Steering also adjusts the steering angle of the rear wheels. This helps to reduce the amount of steering effort required, provides excellent agility in sporty driving situations, ensures comfortable and assured responses when changing lanes and navigating through corners, and reduces the car's turning circle. The innovative BMW xDrive all-wheel-drive system likewise available for the BMW 6 Series model range offers optimum traction on any surface and at all times by constantly adjusting the distribution of power, front-to-rear.

Sporty performance and luxury – a combination rich in tradition.

The new BMW 6 Series model range follows in a BMW tradition of legendary dream cars which now stretches back more than 75 years. Presented in 1937, the BMW 327 Sports Coupe was the most exclusive model in the company's line-up at the time. Then came the BMW 503 Coupe and BMW 507 Roadster, which were powered by an aluminum eight-cylinder engine and continue to enthrall as 1950s style icons to this day. Later on, the BMW 2800 CS of 1968 pulled back the curtain on an era of luxury cars which took a whole new approach to combining sports performance and luxury. The BMW 3.0 CS, BMW 3.0 CSi and BMW 3.0 CSL followed in the tire tracks of the 2800 CS. Designed for action in motor sport, the 3.0 CSL in particular, enjoyed several years of dominance on the racing stage. On the road they all represented a beacon of style and an expression of joy in superior performance.

Since 1976 these unmistakable characteristics have been grouped together in the BMW line-up under the model designation "6". The first-generation BMW 6 Series shone not only with its outstanding driving dynamics, but also its state-of-the-art comfort and safety technology. Its successor, unveiled in 2003, radiated a thoroughly progressive air, its fluid and athletic appearance complemented by a wealth of innovations. The new variants added to the 6 Series line-up also broke new ground – and fundamentally enriched the driving experience on offer in the luxury class. The debut of the BMW 6 Series Convertible in 2004 saw driving pleasure in a refined sports car and the joy of advanced technology married with open-top enjoyment for the first time.

One model series, three different characters.

The latest generation of the BMW 6 Series takes the dynamics, aesthetics, luxury and innovation offered by the model series to new heights. Moreover, the expansion of the range to span three body variants has ensured that driving pleasure in a luxury BMW can be experienced in an even wider array of possibilities. The BMW 6 Series Convertible, BMW 6 Series Coupe and BMW 6 Series Gran Coupe provide customers with a choice of three distinctive characters, the introduction of the brand's first ever four-door Coupe giving the BMW 6 Series' popularity fresh momentum. Almost one in two new BMW 6 Series cars is now a Gran Coupe. Worldwide, close to 80,000 units of the current-generation BMW 6 Series have been sold in total since the market launch of the Convertible in March 2011.

The new BMW 6 Series Convertible is all about refined open-top driving enjoyment, comprising serene ride comfort and richly engaging performance attributes in equal measure. A major element of the four-seater's charisma is the transition between the body and the interior, which has been designed to evoke the character of a boat deck – as is typical of BMW Convertibles – when the roof is down. The sophisticated soft-top of the 6 Series

Convertible features its unique “fin” architecture, complete with a glass rear window that opens separately, and offers all-season usability and unrivalled acoustic comfort.

The new BMW 6 Series Coupe embodies the classic character of a refined sports car. Its two-door body exudes an athletic and elegant aesthetic while its modern interior ambience is designed to immerse four people in the ultimate driving experience. The latest round of design and powertrain upgrades lends extra potency to the two-door model’s muscular appearance and sporting potential.

The BMW 6 Series Gran Coupe conjures up a new balance of high performance excellence, elegance and luxury. The latest addition to the BMW 6 Series range blends the sports performance and aesthetics of a coupe with the extended functionality of a four-door car. Its distinctive proportions and longer wheelbase accentuate the exterior’s irresistible radiance. The interior of the BMW 6 Series Gran Coupe delivers luxurious long-distance comfort for the driver and passengers in four full-size seats and offers a third seat in the rear that is suitable for shorter journeys. Detail refinements showcase both the elegance of the body design and the exclusive ambience of the interior.

BMW ConnectedDrive in the new BMW 6 Series model range.

All new BMW 6 Series models include a hands-free facility (including USB interface) and a SIM card embedded in the car. The SIM card enables use of the standard Intelligent Emergency Call system and BMW TeleServices, as well as data transfer for other functions, such as ConnectedDrive Services and Advanced Real Time Traffic Information for the navigation system. The Concierge Service personal information service, meanwhile, provides enhanced levels of convenience on the move.

The BMW Head-Up Display projects relevant driving data, information and navigation directions into the driver’s direct field of view using 3D graphics to promote concentration on the road ahead.

Among the other innovative technologies on the options list is the Active Driving Assistant. This camera and radar-based driver assistance system includes the Active Cruise Control system with Stop & Go function, the Lane Departure Warning system and a Pedestrian and Collision Warning system with Braking function. This system detects standing vehicles and vehicles travelling ahead and, at speeds up to 60 km/h (37 mph), pedestrians who are on a potential collision course with the car. Visual and audible warnings are given if a hazardous situation is detected, and at the same time the brake system is primed in order to reduce the stopping distance. If the driver fails to react to the warning, Active Driving Assistant automatically brakes the car, if necessary applying maximum deceleration.

2.2 The new BMW M6 Coupe, the new BMW M6 Convertible and the new BMW M6 Gran Coupe: driving dynamics, exclusivity and efficiency from the top drawer



- **Wider range of standard equipment, including LED headlights.**
- **Cutting-edge tech-style interior with iDrive Display and center console in black panel design.**
- **New exterior colors add to scope for individualization.**
- **New leather shades and new full-leather trim with contrast stitching, attractive accents in black chrome.**

Through subtle enhancements, the newly enhanced BMW M6 Coupe, BMW M6 Gran Coupe, and new BMW M6 Convertible allow BMW M GmbH to reinforce its legendary leadership position in the ultra-high-performance luxury segment. The outgoing models had already set new benchmarks with the flawless balance of power, efficiency, agility, comfort and luxury that is typical of M models. And now the new BMW M6 Coupe, Convertible and Gran Coupe are poised to write the next chapter in this success story, fueled by enhancements to these rock-solid performers.

Powerful, sporty appearance.

The enhanced BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe announce their high-performance credentials before even turning a wheel thanks to an athletic and dynamic appearance. New, standard Full-LED headlights make the intentions immediately clear – the M-specific double-bar kidney grille and eye-catching front apron with large air intakes see to that. The powerfully sculpted exterior mirrors with hallmark M gills (with integrated side indicators), the side skirts and the forged 19-inch M light-alloy wheels (BMW M6 Gran Coupe features forged 20-inch M light-alloy wheels) only add to this impression. The sporting looks of the new BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe are rounded off by a rear apron with integrated diffuser insert, two sets of M-specific twin tailpipes and the M6 logo on the trunk lid. Another unique M feature is the ultra-lightweight contoured carbon fiber roof of the BMW M6 Coupe and M6 Gran Coupe, which also helps to lower the cars' center of gravity.

The sporty and luxurious high-performance essence of BMW M also shines through the interior of the new BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe. Key elements here are the M leather steering wheel featuring shift paddles for the M Double Clutch Transmission with Drivelogic and M Drive, along with the distinctive M gearshift lever, special M instrument cluster, enhanced-style iDrive screen, center console in black panel look and an M-specific Head-Up Display. Setting the seal on the unique Merino full-

leather interior appointments with contrast stitching are the electrically adjustable M multifunction seats, illuminated M door sill finishers with M6 logo, and an M driver's footrest.

Monstrous performance and excellent efficiency.

The exceptional performance and efficiency of the new BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe are made possible by the remarkable 4.4-liter M turbocharged V8 engine. This high-tech engine features innovative M TwinPower Turbo technology – consisting of a pair of twin scroll turbochargers feeding a patented cross-bank exhaust manifold, High Precision Direct Injection, Double-VANOS variable cam-timing system, and Valvetronic high-rev throttle-less intake technology. These systems work in harmony to reinforce the customary M driving attributes, such as linear control, instantaneous response, an appetite for revs, consistent power delivery, and familiar M acoustic feedback. At the same time, the M turbocharged engine is relatively efficient, making for excellent fuel efficiency in everyday circumstances.

The 4.4-liter M turbocharged V8 engine develops 560 hp between 6,000 and 7,000 rpm in the new BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe, and its peak torque of (500 lb-ft) is available across a broad rev band (1,500 – 5,750 rpm). Its excellent power delivery allows the new BMW M6 Coupe and Gran Coupe to accelerate from 0 to 60 mph in just 4.1 seconds, with the BMW M6 Convertible just a tick behind at 4.2 seconds. The top speed of the new BMW M triumvirate is electrically limited to (155 mph).

In the US, the new BMW M6 models transfer the engine's power to the rear wheels via a choice of either a 6-speed manual or 7-speed M Double Clutch Transmission (M DCT) with Drivelogic. M DCT upshifts with no interruption in the flow of power and features the creeping function, assisting low speed functionality (up to 9 mph) when signaled by the driver with a light touch of the accelerator. The driver can also choose to take control manually using the paddles on the steering wheel. The 6-speed manual transmission offers rev-matching on downshifts to help facilitate spirited driving. The standard Active M Differential is an extremely important feature in the cars' athletic ability. It proactively splits the engine's power between the rear wheels according to the driving situation, driver inputs, and the conditions of the road, thus improving power delivery during exit from a corner. Likewise, during off-power scenarios, the Active M Differential may proactively decouple the rear axles for maximum stability while cornering and braking. M Carbon Ceramic Brakes may be specified as an option for the new BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe.

Exclusive appearance and innovative options.

The updated BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe leave the factory with an extensive and unique range of standard equipment. New features include Jatoba Brown metallic paint, Aragon Brown Full Merino Leather upholstery and stylistic accents in classy black chrome. Customers can also decide to give their car an even more personal touch with items from the BMW Individual range. This brings into play multiple choices of BMW Individual paint finishes, upholsteries, and interior trims.

M6 customers will also find the innovative driver assistance systems and mobility services from BMW ConnectedDrive at their disposal. Drivers with more ambitious sporting inclinations are sure to love the color BMW Head-Up Display with M-specific layout, including speedometer, tachometer, gear position, and shift lights. Likewise developed for driving enthusiasts are the BMW M Laptimer app designed to help a driver analyze his or her skills in a closed course environment, and the GoPro app, which operates a GoPro action camera mounted somewhere in or on the vehicle.

visit www.bmwusa.news.com.

2.3 Forward-looking mobility: BMW i rolls out supplementary services for the BMW i3 and BMW i8 models.



Measuring just under four meters in length and suitable for use as a family car, the BMW i3 is available in both an all-electric and a range extender version. The lithium-ion battery's storage capacity of 22 kWh gives the practical five-door model a range of up to 81 miles combined, according to the EPA test-cycle. In range extender guise, the BMW i3 is able to cover even longer distances without having to be charged. Its efficient two-cylinder gasoline engine generates electricity to recharge the high-voltage battery while on the move, enabling the vehicle to achieve a range of as much as 150 miles in everyday motoring, according to the EPA test cycle..

The BMW i8 is a plug-in hybrid sports car that sets new standards for performance, sustainability and design. In June 2014, the first BMW i8 models featuring state-of-the-art laser lighting technology were delivered, a world first in a production vehicle. When driving in electric mode, the battery's 7.1 kWh storage capacity results in a zero-emission range of up to 14 miles (official EPA Fuel Economy). The futuristic-looking 2+2-seater is perfectly suitable for everyday use and returns a fuel efficiency figure 76 MPGe (official EPA Fuel Economy). The intelligent interaction between the electric motor at the front axle and the economical 1.5-liter TwinPower Turbo three-cylinder gasoline unit at the rear makes the BMW i8 both fast and efficient out on the road. The combined system output of 266 kW/362 hp catapults it from 0 to 60 mph in a fleeting 4.2 seconds and on to a top speed of 155 mph.

Following the launch of the BMW i3 and BMW i8 models in Europe, the USA, Japan and China, the associated BMW i services are now being expanded and rolled out internationally. Besides consolidating the ChargeNow charging network with the addition of fast charging stations, intermodal vehicle navigation combining different forms of transport to optimum effect and direct marketing continue to be extended at an international level. In parallel to this, pilot projects in Germany, the US and China are working on the reuse and recycling of the lithium-ion batteries from BMW i cars.

ChargeNow.

ChargeNow grants the BMW i customer access to some 18,000 charging stations in 18 countries around the globe, making it the most extensive charging network in the world. In the US ChargeNow provides BMW i3 and i8 drivers with access to ChargePoint's

nationwide network of charging stations. Available charging stations can be shown to the customer in the vehicle's navigation system, via a smartphone app or online. The ChargeNow card allows the user to access the ChargeNow network and also enjoy the convenience of a single monthly bill with a summary of all charging transactions.

A growing number of fast charging stations are also being incorporated into the ChargeNow network. These provide DC charging, which substantially shortens vehicle charging compared to AC charging. Indeed, it takes less than 30 minutes to charge the battery of the BMW i3 to 80 percent. With the BMW i DC Faster Charger, the industry's first compact, wall-mounted DC faster charger now rolling out in the US, charging of the BMW i3 on-the-go will become even easier.

ParkNow.

With its premium ParkNow service, BMW i has devised an exceptionally customer-friendly and convenient solution to the problem of parking in urban centers – for drivers of all makes of car. ParkNow covers both on-street and off-street parking.

The all-encompassing approach optimizes all key steps in the process. If the customer is interested in an off-street parking space, for example, it can be easily found, booked and paid for, all with ParkNow. The booking can either be made in advance from a PC or smartphone or even en route by means of the navigation system. The multilevel car parks in the ParkNow network can be filtered by price, distance or availability of services such as charging stations or car washes. Once the selection has been made in the navigation system, the driver is directed straight to the selected car park and an electronic ticket is generated that grants access to the reserved space. Tedious searching for a free parking space and the pollution caused in the process are therefore a thing of the past.

If parking on the street, there is no longer any need to hunt around for change, walk to the parking meter and carefully position the ticket. All the customer has to do is enter the number of the parking zone in the ParkNow app or the navigation system and the parking process starts. The customer also receives notification before the parking time expires and can extend the parking time while away from their vehicle if necessary. Payment takes place automatically.

With ParkNow LongTerm, meanwhile, BMW i further offers the possibility of renting a long-term parking space with charging facilities close to the driver's home or place of work.

Collaborations with car park operators are spurring on the international expansion of the network. ParkNow has real-time access to 4,200 multilevel car parks offering 5.6 million

parking spaces in hundreds of cities all over North America. In addition to this, there are 2.8 million on-street parking spaces in more than 200 cities in the US alone.

DriveNow expanding internationally.

DriveNow already provides a sophisticated car-sharing service in Munich, Berlin, Düsseldorf, Cologne, Hamburg, Vienna and San Francisco, and preparations are under way to extend it to more cities in the US and Europe.

One of the key characteristics of the DriveNow service in Germany and Austria is that the vehicles can be rented and returned anywhere without the need for centralized stations. In the US, on the other hand, the 100% electric fleet is at present still station-based. The BMW i3 is scheduled to be added to the line-up in 2015. The inclusion of the BMW ActiveE means DriveNow already offers an all-electric, zero-emission mobility option in San Francisco, Berlin and Munich. There are more than 350,000 registered customers worldwide, who all appreciate the spontaneous and flexible mobility service offered them by DriveNow that can adapt to their individual requirements. DriveNow is a car-sharing joint venture between the BMW Group and Sixt SE, with each company holding a 50 percent stake.

Second-life batteries.

The used batteries from the BMW i models still have a high capacity once they have been finished with and can go on to lead a “second life”, so to speak, by providing capacity reserves for fast charging stations or storing solar energy at the interface between e-mobility and flexible power supply. In future, the electricity market could therefore make use of the battery storage units from electric vehicles as primary energy storage devices. Thanks to pilot projects in Germany, California and Shanghai, the BMW Group has already garnered enough experience to confirm the high potential.

For the latest information about US specifications, including fuel efficiency, equipment, and pricing, please visit www.bmwusa.news.com.



2.4 Always right up to date thanks to intelligent connectivity: over-the-air navigation map updates.

BMW, the world's leading provider of online-based in-car services, is strengthening its lead by bringing out yet more innovative applications. Today, the BMW Navigation System already offers the ultimate in convenience and information en route to the destination. When paired with the latest generation of this system, BMW ConnectedDrive enables regular automatic regional navigation updates. With the help of the vehicle's built-in SIM card, the data is transmitted over the air via the mobile phone network, with no licensing fees or transmission costs for the end user. The BMW 2 Series Convertible is the first model to be made available with the new-generation BMW Navigation System and the new over-the-air updating facility.

Convenient navigation map updates over the air.

The sophisticated BMW navigation systems are fast, easy to use and reliable. Besides the vehicle data and the GPS satellite signals, up-to-date map material is of vital importance here. Updated navigation maps keep the system informed of new roads and modified traffic layouts. This data can be factored in for effective route planning in the same way as information such as altered town boundaries can be transmitted to the electrical system to assist with anticipatory energy management.

To allow the navigation system to access the very latest map material at all times, BMW ConnectedDrive is taking a different approach with the newest generation of the BMW Navigation System. With this system, the navigation maps now update automatically, putting an end to the problem of outdated datasets. The new map data is simply transmitted straight to the vehicle over the mobile phone network using the vehicle's built-in SIM card, thereby dispensing with the need for manual installation via an external data device.

Regular updating without registration or additional costs.

The system updates itself at regular intervals several times a year whenever a new map version becomes available. Update progress is shown in the Control Display, while installation couldn't be simpler as it all takes place automatically. In this way, the most up-to-date map software is provided without delay to ensure reliable navigation. All navigation

functions continue to be fully available while the update is in progress. There is no need to either register or log in to a portal for the automatic update.

This cutting-edge solution is included as part of the Navigation system Professional, and customers do not have to pay either licensing costs or data transmission charges. Besides automatic map updates, the ultra-fast transmission of very detailed data over the air using a built-in SIM card in the vehicle also paves the way for transferring updates to the Advanced Real-Time Traffic Information system (ARTTI) used to optimize route calculations.

For the latest information about US specifications, including fuel efficiency, equipment, and pricing, please visit www.bmwusanews.com.

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 the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 140 BMW motorcycle retailers, 121 MINI passenger car dealers, and 35 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. Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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