

BMW ConnectedDrive. In touch with your world.



BMW will add eCall as standard equipment on all cars:

- Includes Enhanced Automatic Collision Notification.
- MSRP includes a 10 year service subscription.

BMW Apps expands its ever growing base of partners:

- Stay ahead of changing market trends.
- New services for today's customers. → Always up-to-date.
- Customers can pick and choose their preferred on-demand services.

BMW LTE hot-spot offers faster connection for any WiFi device:

- State-of-the-art connectivity for all of your online needs.

BMW ConnectedDrive.

BMW will introduce eCall & TeleService as standard equipment on most MY14 vehicles.



CURRENT OFFERING:

BMW Assist - Safety Plan

\$650

standard equipment on:

5 Series, 6 Series, 7 Series, X5/X6

Includes 4 years of eCall and
Enhanced Automatic Collision
Notification

NEW OFFERING (MY14):

BMW Assist eCall

incl. in MSRP

Includes **10** years of eCall and
Enhanced Automatic Collision
Notification

BMW Apps

Getting started.

- **Vehicle:**
Requires option “BMW Apps” (SA6NR)
- **Phone:**
iPhone 3GS, 4, 4S, 5 with iOS5 or later
- **Connection:**
 - 1) White Apple USB cable
 - 2) Media snap-in-adaptor
- **How:**
Start one of the “BMW Apps Ready” apps running on iPhone.



BMW Apps

Available features within BMW Connected app.



iPhone App

- Web radio
- News
- Calendar
- ECO PRO Analyser
- Facebook
- Last mile
- Twitter
- Wiki Local



BMW Apps – Existing partners.

Currently available “BMW Apps ready” apps.



- **Pandora iPhone App**
Personalized Radio



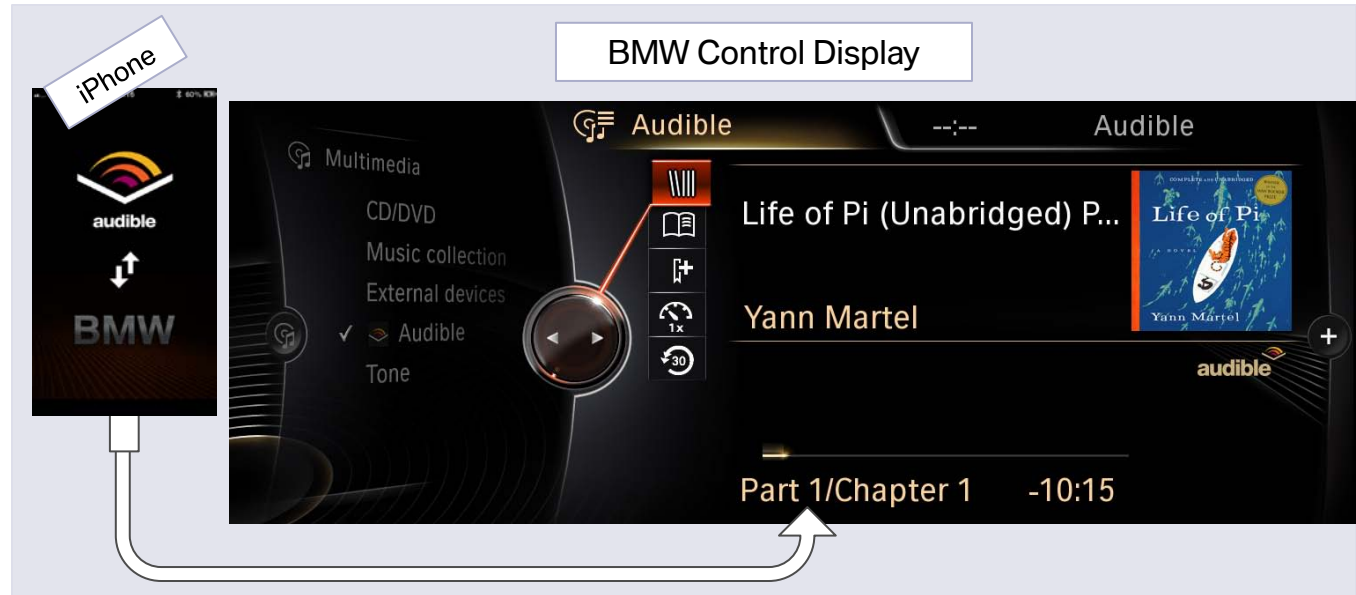
- **MOG iPhone App**
14 million songs on Demand



- **Stitcher**
Smart Radio

BMW Apps – Great new partners!

Audible - World's largest producer and seller of digital audiobooks.

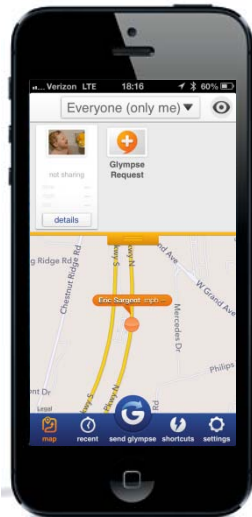


Content comprises over 135,000 audio programs:

More than 1,800 content providers, including leading audiobook publishers, broadcasters, entertainers, magazine and newspaper publishers and business information providers. Audible is the exclusive provider of downloadable audiobooks to Apple's iTunes store.

BMW Apps – More great new partners!

Glympse – Running late? Let your buddy know where you are and when you'll arrive.

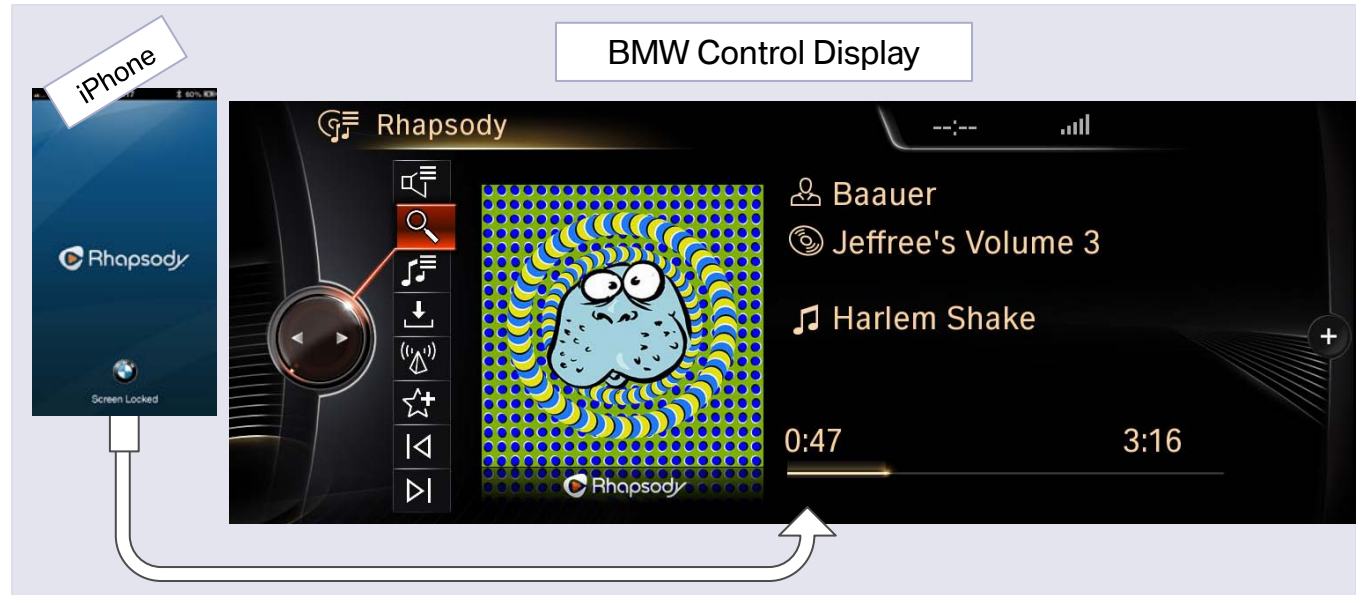
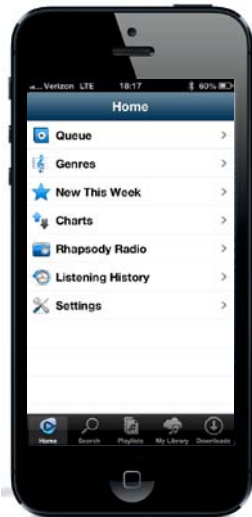


Location-sharing application:

Allows users to share their location in real-time for a specified period of time. Enabling access to this function through BMW ConnectedDrive allows drivers to use the car's familiar controls to share their location and estimated time of arrival (ETA) while en route, without having to pick up the phone.

BMW Apps – Even more great new partners!

Rhapsody – Makes it easy to find the right song for every moment.

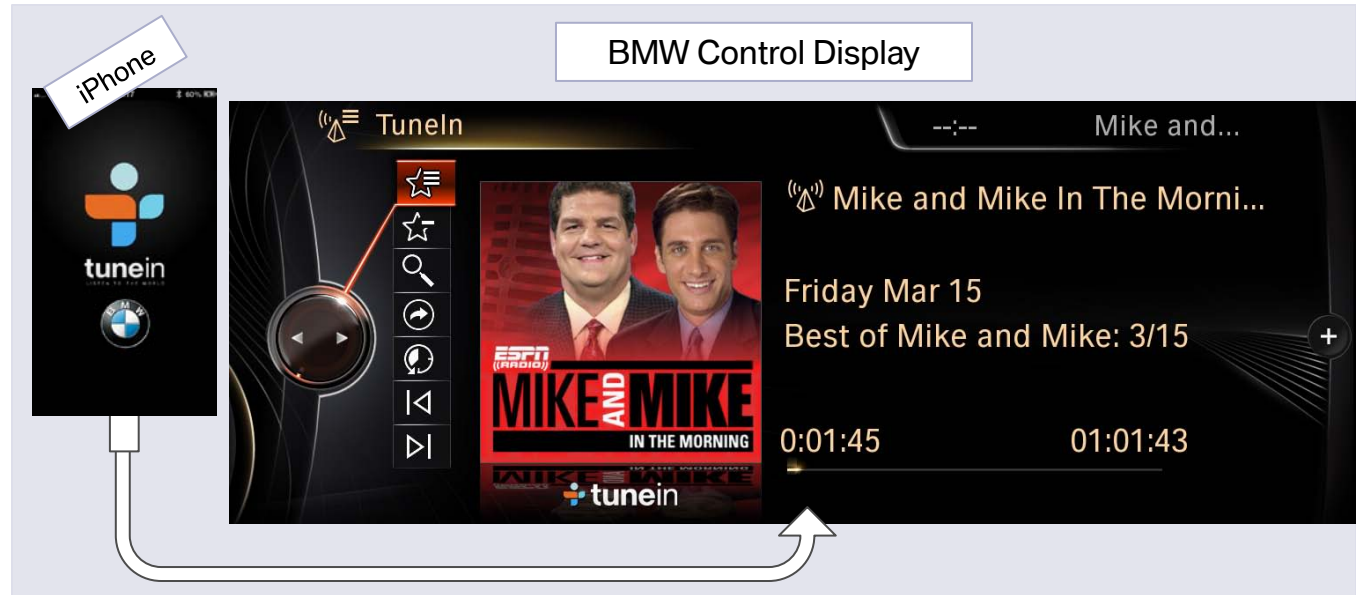
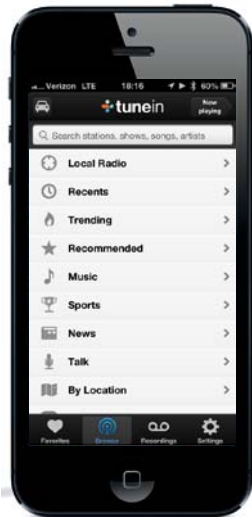


More than 1 million members and more than 16 million tracks.

Rhapsody offers the best music discovery tools, thanks to a team of renowned editors help guide members through Rhapsody's catalog spanning 600 genres with original features and content, including videos, playlists, reviews and radio stations for effortless listening and discovery.

BMW Apps – Evolution of existing partner.

TuneIn – Listen to the world's radio.



70,000 stations and 2 million podcasts, concerts and interviews:

Listen to the world's music, sports, and news from wherever you are. With millions of listening options, TuneIn lets you hear what's happening right now on radio stations globally, or enjoy on-demand programs, like podcasts, concerts and interviews.

BMW ConnectedDrive.

BMW LTE hotspot – In-car WiFi.



BMW holder for Apple iPad sold separately.

4G LTE snap-in adaptor:

- Creates a Wi-Fi hotspot inside the vehicle.
- Connects to vehicle's external antenna for better reception.
 - Better reception compared to USB mobile broadband inside vehicle.
- Connect up to 4 devices simultaneously.
- Compatible with older models.
- Device can be used outside the vehicle.