

Product Selling Points Special

December 2008

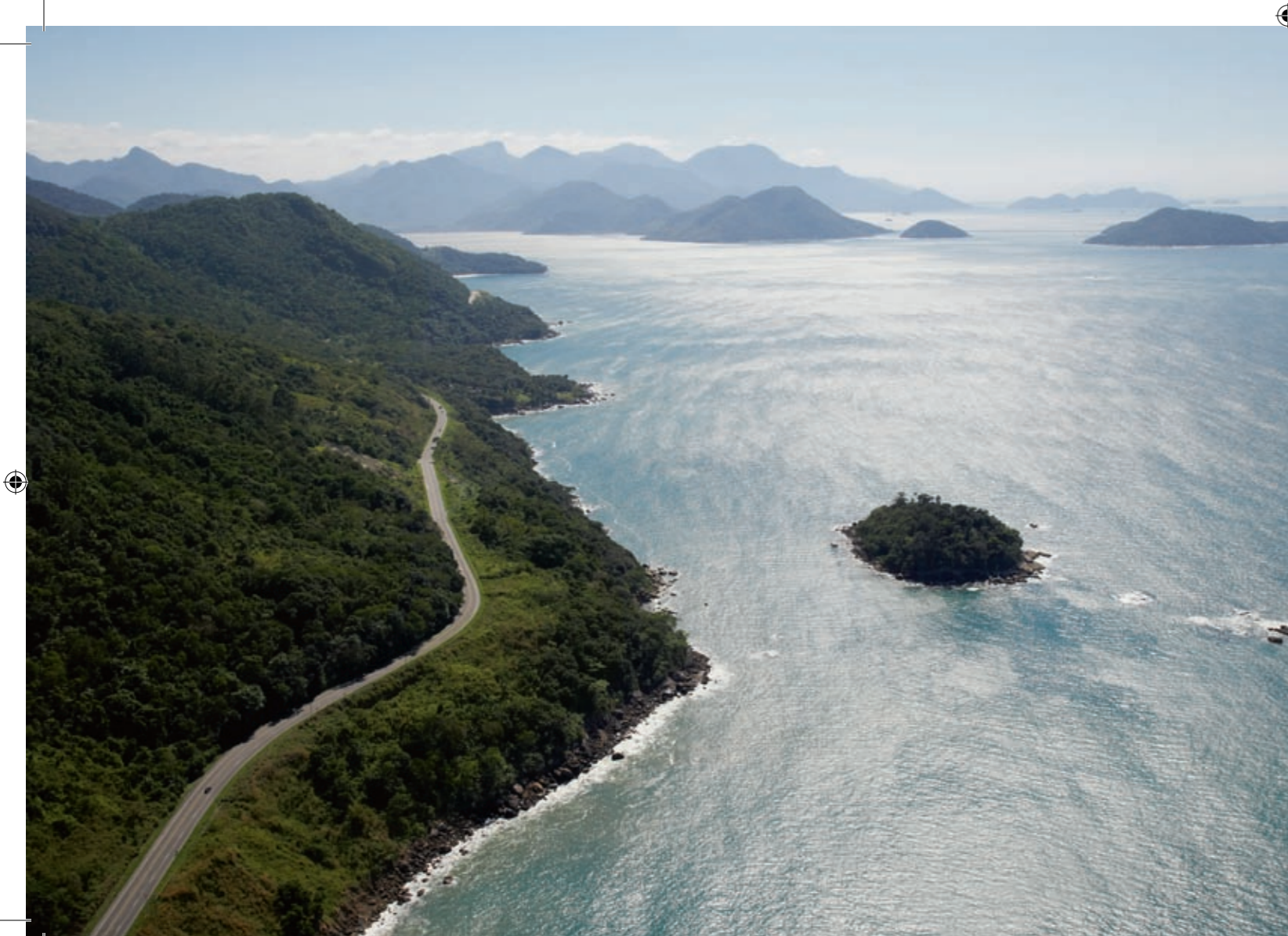
BMW ConnectedDrive.

**BMW
ConnectedDrive**

Sales Person's
Guide



**The Ultimate
Driving Machine**



Contents.

01 Key selling features of BMW ConnectedDrive.	2
02 BMW ConnectedDrive services summary.	3
03 BMW Assist services explained.	5
04 BMW Online services explained.	11
05 The BMW ConnectedDrive website.	15
06 Demonstrating BMW ConnectedDrive to customers.	16
07 Ordering and availability.	17
08 Competitor review.	19
09 Further information sources.	20

12:30

Witnessed an accident, help summoned via the Emergency 999 SOS button.

13:18

Lunch: called Information Plus for an Italian restaurant in the vicinity.

17:30

Catch up with the latest news feeds in My News.

18:18

Google Local Search to find a hotel for the night.

08:30

Accessed today's weather forecast.

10:12

Key locked in car. Call centre opens doors remotely.

01 | Key selling features of BMW ConnectedDrive.

A BMW with ConnectedDrive adds a whole new dimension to personal mobility, independence and safety. Drivers profit from a technology package that enables them to tackle many tasks in their vehicle. This unique BMW product enables drivers to react spontaneously, while at the same time providing support, information and active help whenever necessary.

01 Three years free of charge

In conjunction with an optional navigation system and Bluetooth telephone preparation.

02 Fast help in emergencies

BMW Emergency 999 Call – manual or automatic calls for help direct to a 999 Emergency Service Centre.

03 The advisor who has the information

BMW Information Plus provides fast access to local information on a one-to-one basis.

04 Google Maps

Google Send to Car and Google Local Search provide quick and easy access to any destination.

05 Mobile service

BMW Remote Services provide top-class customer care thanks to intelligent communication.

06 Individual route planning from the comfort of home

Routes allows easy import of individually planned and predefined routes with multiple stop-off points.

07 Excellent reliability

Embedded SIM card means you can use the services at anytime without the need for a mobile phone.

BMW ConnectedDrive

The 24-hour companion for non-stop mobility.

EMERGENCY 999 CALL (E-Call)

- Manual: to summon help for you and other road users with the SOS button.
- Automatic: in the event of an accident, the exact vehicle position is forwarded to the 999 Emergency Service Centre.
- Excellent reliability in an accident thanks to an embedded SIM card.

BREAKDOWN CALL (B-Call)

- Intelligent roadside assistance.

INFORMATION PLUS

- Telephone enquiry service: personal, free-of-charge assistance with direct transfer of addresses to the navigation system, or telephone numbers for use with a paired Bluetooth telephone.

MY INFO WITH GOOGLE SEND TO CAR

- Search and send business listings or residential addresses from Google Maps.

REMOTE SERVICES*

- Remote door locking and unlocking via the BMW call centre.

NEWS AND WEATHER

- Latest news articles updated in real time.
- Three day, next day or same day weather forecasts based on current vehicle location, navigation destination or any chosen location.

MY NEWS

- Customer-defined news feeds from Internet sources, providing a personalised news channel.

GOOGLE LOCAL SEARCH

- In-car Google Local Search (pharmacies, restaurants, etc.), with search results displayed as destinations in the navigation system.
- Addresses can be easily transferred into the navigation system, or telephone numbers can be used with a paired Bluetooth phone.

ROUTES**

- A variety of predefined routes across Europe's finest regions can be downloaded into the car.
- Customer defined route planning is available from the ConnectedDrive website. Saved routes can be imported into the navigation system.

BMW Assist

BMW Online*



02 | BMW ConnectedDrive services summary.

* does not apply to X3 models.

** only applies to vehicles with BMW Professional Multimedia Navigation system.

Automatic Emergency 999 Call activated. Emergency Services arrive at the scene.

BMW ConnectedDrive ensures all-round protection.

EMERGENCY 999 CALL

03 | BMW Assist services explained.

A lonely B-road at dusk, far away from the nearest village. A deer leaps onto the road. The driver swerves instinctively to avoid it, the car skids off the road and into a roadside ditch.

What if there weren't any crash sensors – like the ones in a BMW with ConnectedDrive – to automatically initiate an Emergency 999 Call?

What if the car was not fitted with an accident-safe, fixed telephone unit capable of transmitting the exact vehicle position – to the 999 Emergency call centre, independently of the driver's mobile phone?

What if there was not a reassuring voice coming out of the loudspeaker, announcing that the car's position has been determined, and that appropriate help for the occupants will be sent immediately?

A frightening scenario – especially if the car has come to rest at the bottom of a slope and is no longer visible from the road.

Good to know there is the Emergency 999 Call. Over the past 10 years, more than 25,000 automatic emergency calls have been made. In some cases, they have saved lives.

Fast help in emergencies

BMW Emergency 999 Call – manual or automatic calls for help direct to the 999 Emergency Service Centre.

Manual Emergency 999 Call.

A manual connection to the 999 Emergency Service Centre can be established at the touch of a button. This also transmits the car's exact position. This type of Emergency 999 Call ensures quick assistance – whether it's the BMW driver or someone else who needs help.



Manual Emergency 999 Call.

Automatic Emergency 999 Call.

The driver can have extra reassurance that if they are unable to make an Emergency Call, the system will do it for them. If the crash or airbag sensors detect an accident, BMW ConnectedDrive ensures that an automatic Emergency Call is sent direct to the 999 Emergency Service Centre, along with the vehicle details. The GPS data transmitted allow for an exact determination of the car's position. This saves precious minutes and guides the rescue team straight to the accident location.

BREAKDOWN CALL

Roadside assistance can quickly find a vehicle when a Breakdown Call is activated because BMW ConnectedDrive will send its location to the BMW Service Centre.

The driver can simply activate a Breakdown Call on their On-Board monitor or Control Display, which will give them a direct voice connection to the BMW Service Centre. Whilst they are explaining the problem, the Service Centre will be collating positional and vehicle details for use by a BMW Service Technician to easily locate them.

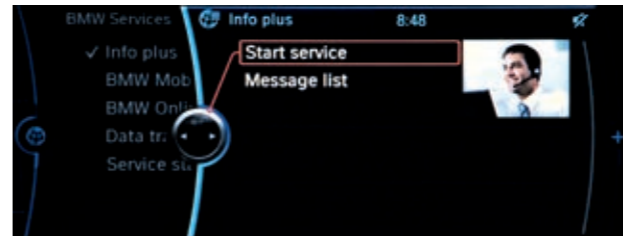


INFORMATION PLUS

Whether you're looking for a hotel, restaurant or shop – BMW Information Plus knows where they are.

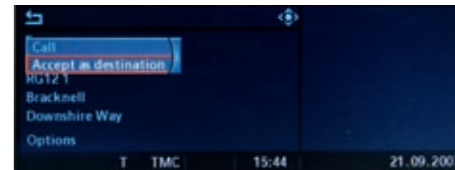
11:50. Hungry in an unfamiliar town. Another good hour until the meeting. Where to go? One touch of a button later, a friendly, knowledgeable BMW Information Plus operator provides a gastropub nearby, transmits the address to the navigation system and wishes you a good day.

A touch of a button is all it takes to contact a BMW Information Plus operator. By selecting the Information Plus service on the On-Board monitor or Control Display and then 'Start service', the customer will be connected to an operator who has access to a vast business listing, and also the internet. The customer can request information such as hotels, restaurants or places of interest. The connection is made via the embedded SIM card that works independently of a mobile phone and all queries are answered during a one-on-one conversation.



Screen applies to vehicles with BMW Professional Multimedia Navigation system.

BMW Assist is the only fully integrated enquiry service available in the UK, able to transfer the address and contact number for the place of interest directly to the vehicle.



Screen applies to BMW X5/X6 models.

When a message is received from the BMW Service Centre it appears in the 'Assist Info Service' menu. By selecting 'Options' the data can be transferred to the navigation system by selecting 'Accept as destination', it can then be used to plan a route. If a telephone number is available it can be transferred to a paired Bluetooth mobile phone to make a call. (This process may vary slightly across the model range.)

Note: The car's embedded SIM card cannot be used to call a number supplied by Information Plus. Up to ten different messages can now be sent in one call and stored in the car's memory at any one time*.

*Except X3 models.

The advisor who has all the answers:
BMW Information Plus provides fast access to local information on a one-to-one basis.

Comfortable research and planning on a home or office computer.

In the My Info area of the BMW ConnectedDrive website, customers are able to send information to their vehicle by selecting 'Send My Info'. Addresses, telephone numbers or short messages can be sent to the vehicle.

With the 'Google Send to Car' function the results of an online search using Google Maps can be sent straight to the car's navigation system, saving the need for addresses to be entered manually.

By simply clicking 'send' on the Google Maps website the customer will be taken to a small window. Here they will need to select the 'Car' option from the drop-down menu and choose 'BMW UK'. Enter their BMW ConnectedDrive username and click 'Send'. Simple.

Once in the car the information will appear as a message in 'Assist my Info' and can be accepted as a destination in the navigation system or transferred to a paired Bluetooth telephone.



The system used is more accurate than using a postcode – 98% of addresses will take the driver to the exact building rather than just the street.

MY INFO WITH GOOGLE
SEND TO CAR



Locked the keys inside the car? Cannot recall if you have locked your car?

The car can now be locked or unlocked via the BMW Service Centre – thanks to the new remote function from BMW ConnectedDrive.

You rush to the railway station, running late for your train which is waiting on the platform. You park up, get on the train just in time and it pulls away. You suddenly think to yourself 'Did I lock the car?'. No need to worry when you can just pick up your mobile and inform the BMW Service Centre of the situation. The agent can then enable immediate remote locking of the BMW, giving you piece of mind for the rest of the day that your vehicle is secure.

A Remote Services telephone number is given on registration and can be called from any phone. When calling the number the customer will be connected to the BMW Service Centre where the agent will authenticate them by asking security questions. Once answered correctly the agent is able to lock or unlock the drivers door, or all doors remotely.

An SMS is then sent to the customer to confirm that the service has been triggered.

To activate Remote Services the customer must go into the Remote Services area on the BMW ConnectedDrive website and select 'Activate Remote Services'. The customer will be prompted to select four security questions and enter the answers for each twice. Once these are saved, a code will be sent to the mobile phone registered with the account. On selecting 'Activate security questions' and entering this code, the services will be fully activated.

Note: Remote Services are not available on X3 models.

Mobile service:

BMW Remote Services provide top-class customer care thanks to intelligent communication.

04 | BMW Online services explained.

BMW ConnectedDrive provides access to a WAP-based browser which connects to a BMW Online portal*. The Online portal displays the latest News and Weather, Google Local Search and Country Information. The customer can customise the Online portal homepage, which by default displays the latest weather forecast at the current vehicle location.

* The BMW Online portal can only be used when the car is stationary and can currently be accessed in the UK, France, Germany, Italy and Austria. BMW Online Services are not available on X3 models.

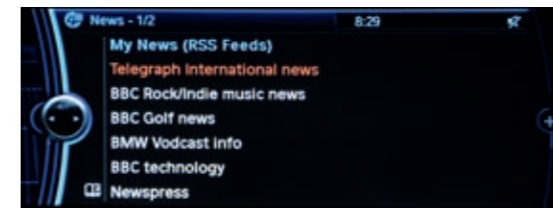


NEWS AND WEATHER
WITH MY NEWS

Keeping you informed...

The BMW Online Portal is set up to receive up-to-date news via RSS feeds and can display the latest weather forecast and latest news stories from the following categories; Top News, UK News, World News, Business News, Sports News and Entertainment News. The news content is provided by AFP and is dynamically updated throughout the day.

My News enables customers to create a customised portal and pick their favourite news feeds from any chosen provider such as BBC, Sky, Channel 4, etc. The customer can specify up to ten RSS news feeds to view in the car by saving the URL links in their profile on the BMW ConnectedDrive website.



Screen applies to vehicles with BMW Professional Multimedia Navigation system.

Country Information such as speed limits, general information on population, legal alcohol limits and differences in road traffic regulations compared to the customer's home country is available from the BMW Online portal for almost any European nation. Country Information is also available via Information Plus should the customer wish to have access to it whilst the car is moving.



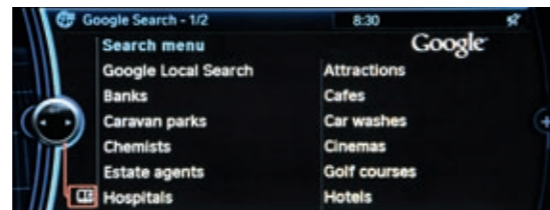
Screen applies to vehicles with BMW Professional Multimedia Navigation system.

GOOGLE LOCAL SEARCH

Direct from Google Maps to the Control Display.

For those who prefer searching for an address themselves, this search engine – exclusive to BMW – is just the right thing.

Google Local Search provides access to location-based information via Google Maps, yet it can be searched directly from the Control Display. Search results can be displayed on a small Google Map and some have additional information or pictures that can also be viewed. Few questions regarding your current location, navigation destination or any other specific location will remain unanswered. Google Local Search also enables users to immediately forward a selected address to the navigation system. The content is taken directly from Google Maps so it is always up-to-date.



Screen applies to vehicles with BMW Professional Multimedia Navigation system.

ROUTES

The most scenic roads and the best stops along the way: route planning with BMW ConnectedDrive.

Before starting out on any journey, a customer can plan a route with multiple stop-off points for use in the BMW Professional Multimedia Navigation system. This can be done in the car using the navigation system itself or can be configured from the comfort of their own home using the 'route planner' tool on the ConnectedDrive website (My Routes).

Any route configured on a computer can be imported to the vehicle directly by pressing the 'Option' button on the iDrive controller and selecting 'Import journey'. My Routes can also be transferred via USB by inserting the USB stick into the USB data port in the glovebox and selecting 'Import journeys'.

The customer also has a choice of 20 predefined routes from BMW Routes, including five UK routes adapted from the 1 Series 'Good Food Ride'.

Note: Routes is only available on vehicles equipped with BMW Professional Multimedia Navigation system.



Individual route planning from the comfort of home:

Routes allows easy import of individually planned and predefined routes with multiple stop-off points.



05 | The BMW ConnectedDrive website.

Every customer has access to an exclusive BMW ConnectedDrive website. Once the ConnectedDrive application form has been processed, a unique username and password for the website will be forwarded to the mobile phone registered to the account. This password will enable the customer to login to the website where they will be able to:

- Send addresses and telephone numbers to their car in the My Info area.
- Enable Remote Services and set their security questions.
- Access a route planner with live traffic information.
- Set up personalised RSS news feeds for the car in the My News area.
- Information Plus type searches.
- Use the text messaging service.
- Access and modify user profile for BMW ConnectedDrive.



www.bmwconnecteddrive.co.uk

06 | Demonstrating BMW ConnectedDrive to customers.

Why not set up a free six-month account to enable you to demonstrate ConnectedDrive services to customers?

Demonstrating ConnectedDrive services in the showroom or on a test drive can be an invaluable sales tool. You can demonstrate any number of scenarios, such as:

- Sending an address to the car using Google Send to Car.
- Locking the keys in the car and asking Remote Services to unlock the car for you.
- Making an Information Plus call to ask for hotels or restaurants – or ask the customer to choose an enquiry themselves.
- Searching local business listings using Google Local Search.

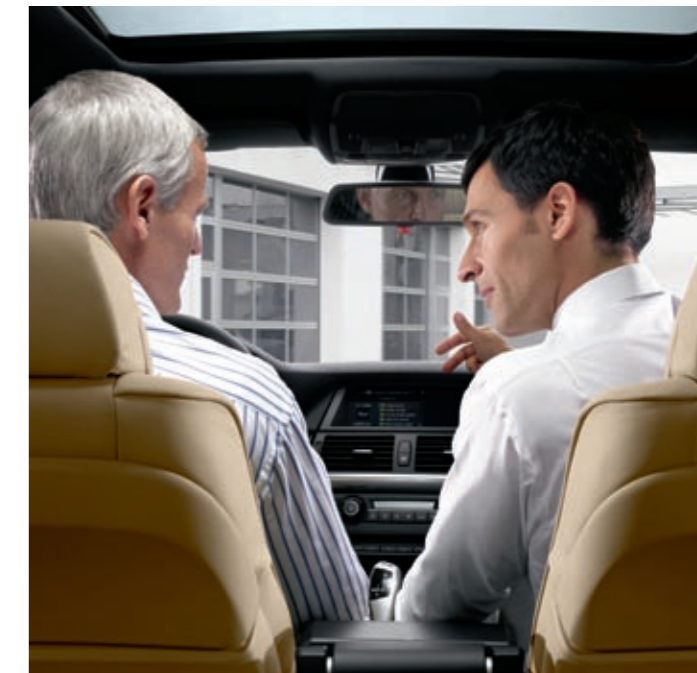
You can set up a free demonstrator account using the normal customer application form (available via the InfoNet) and ticking the 'Dealer Demonstrator' box. This will not affect the first retail customer account when they purchase the car – provided that they sign an application form as usual, ticking the 'change of ownership' box and marking clearly that the car is an ex-demonstration vehicle, they will be entitled to the full three-year free of charge account.

To ensure that the username and password is the same for all demonstrators it is recommended that a single mobile phone number is nominated for all subsequent demonstrator accounts that are set up. This will avoid confusion and keep username and password details the same for all sales staff.

To demo the Google Send to Car function, you will first need to change the preferred demonstrator to receive Google Maps messages. This is done in the ConnectedDrive website.

BMW UK fleet demonstrators.

All vehicles in the UK demonstrator fleet equipped with BMW ConnectedDrive will have services activated and can therefore be used to demonstrate Breakdown Call, Information Plus and the Online Portal (including Google Local Search). However, services related to the specific driver, such as My News and My Info with Google Send to Car, are not available on these cars.



07 | Ordering and availability.

A free three-year BMW ConnectedDrive account is available with Bluetooth telephone preparation in conjunction and any one of the three different navigation systems.

Availability of individual BMW ConnectedDrive services vary from model to model.

All ConnectedDrive services are dependant on GSM mobile network reception and GPS (Global Positioning System) reception.

Emergency 999 Call:

All cars with option 612 BMW ConnectedDrive - Assist.

Breakdown Call:

All cars with option 612 BMW ConnectedDrive - Assist.

Information Plus:

All cars with option 612 BMW ConnectedDrive - Assist.

My Info with Google Send to Car:

All cars with option 612 BMW ConnectedDrive - Assist (except cars built with option 606 Business Navigation system built before September 2007).

Remote Services:

All cars with option 612 BMW ConnectedDrive - Assist produced from September 2008 (except X3).

News and Weather*:

All cars with option 616 BMW ConnectedDrive - Online.

My News*:

All cars with option 616 BMW ConnectedDrive - Online.

Google Local Search*:

All cars with option 616 BMW ConnectedDrive - Online.

Routes:

All ConnectedDrive equipped vehicles that have the option 609 BMW Professional Multimedia Navigation system.

*Services are only available when the vehicle is stationary.

It is important to remember the ConnectedDrive Services must be activated and will not operate until the customer has been set up with a ConnectedDrive account.

When the account is set up the embedded SIM card in the vehicle will be activated and the services will become available.

To set up a BMW ConnectedDrive account the customer must complete and sign the application form, which can be found on the Dealer Infonet in the following location:

InfoNet>Product Briefing>BMW Cars (select a model)>Product Knowledge>BMW ConnectedDrive>Application form.

It is best practice that for any car ordered with BMW ConnectedDrive, the dealer should fax the signed application form to Customer Services before the vehicle PDI. This ensures that services can be demonstrated during the vehicle handover.

Should the customer not get the opportunity to complete the application form with the dealer, they will also receive a copy with their welcome pack and will be able to apply for an account themselves. The form is also available from www.bmw.co.uk/connecteddrive should they wish to do this online.

Three years free of charge:

In conjunction with an optional navigation system and Bluetooth telephone preparation.



08 | Competitor review.

BMW ConnectedDrive: Unique.

BMW ConnectedDrive is a unique package of integrated mobile services, giving BMW a clear selling point over competitors. No other manufacturer is able to offer such a highly developed system.

There are other vehicle manufacturers who have developed in-car telematics systems. However, most, including Audi and Mercedes-Benz, have not rolled them out to the UK market. Manufacturers of mobile navigation devices like TomTom or Garmin cannot match BMW ConnectedDrive due to the nature of our integrated vehicle services.

VOLVO

Volvo is the only manufacturer to offer a similar package of services in the UK. Volvo OnCall is offered across the range in the Communications System which provides manual and automatic Emergency call, and Breakdown assistance. Additional services are available with the optional Security pack. These are Remote unlocking, Alarm and Tracking.

At a glance:

- No mapping related services.
- No services like Google Send to Car or My news.
- No one-to-one enquiry service.



Audi



Mercedes-Benz

Currently, neither Audi nor Mercedes-Benz offer a service package comparable to BMW ConnectedDrive in the UK. It is not known when any such product will be introduced. An Emergency Call solution could come out of a possible collaboration between Mercedes-Benz and the Bjorn Steiger Foundation, which has done development work on this for some time, but as yet this is not available.

At a glance:

- No comparable service package.
- No manual or automatic Emergency Call.



09 | Further information sources.

BMW ConnectedDrive Product Profile.

The full BMW ConnectedDrive Product Profile can be found on the Dealer InfoNet at the following location:

InfoNet>Product Briefing>
BMW Cars (select a model)>
Product Knowledge>BMW
ConnectedDrive>Product Profile.

BMW ConnectedDrive flyer.

Copies of the BMW ConnectedDrive flyer can be ordered using part number 95.38.5.000.210

Please note that this will be updated in 2009 to include Remote Services and Routes.



Fast Facts.

Fast Facts is an information booklet which contains a section dedicated to BMW ConnectedDrive.



BMW USP.

Look out for BMW ConnectedDrive articles and films on USP during 2009.

www.bmw-usp.co.uk



**BMW
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Sales Person's
Guide



**The Ultimate
Driving Machine**

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