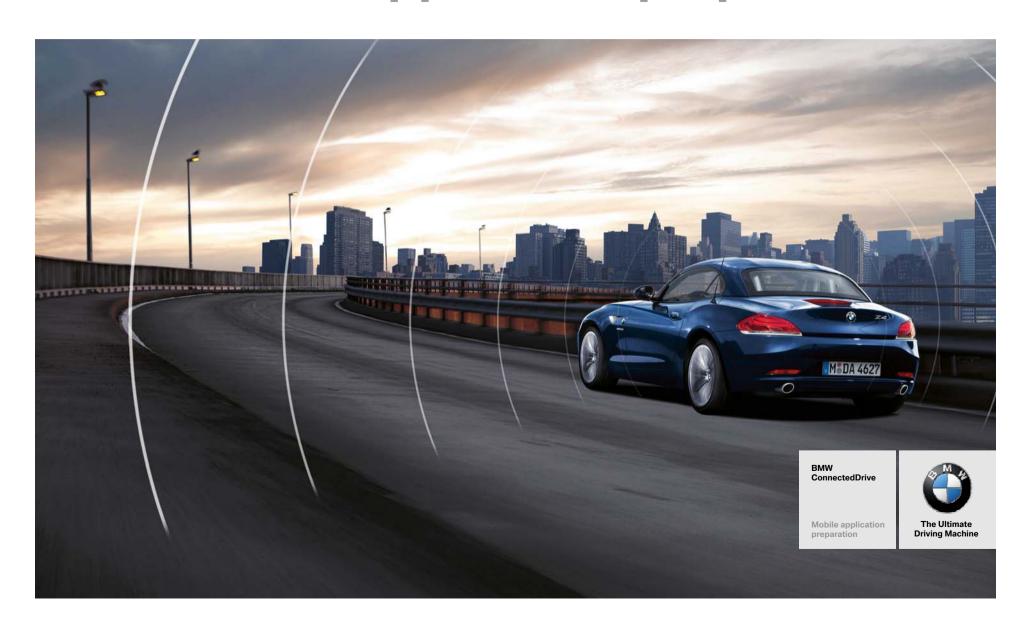
BMW ConnectedDrive. Mobile application preparation.



Option 6NR – Mobile application preparation.

New in-car experience.

Connected Living Environment

The whole world of mobile Entertainment & Information in a BMW and beyond. Always. Everywhere.







Option 6NR – Mobile application preparation. Summary of features.

- The new option further enables iPhone integration into the vehicle (iPhone 3GS/iPhone 4 only).
- The iPhone is connected to the vehicle via a new snap-in adaptor.
 Please refer to EPC (Electronic Parts Catalogue) for availability.
- Features of the option are enabled via a new iPhone application 'BMW Connected'. The application will be free to download.
- Supported features are as follows:
 - Access to social networks Facebook and Twitter in the vehicle.
 - Stream web radio stations into the vehicle.
 - Operation of music playback with the Apple iPhone user interface on the vehicle Control Display.
- Data is downloaded/uploaded via the iPhone connection and information is transferred to/from the vehicle via the snap-in adaptor.
- The iPhone must have a broadband connection (3G). Any costs incurred through the connection are part of the users contract with the network operator.
- Portfolio of features is expected to increase during 2011. Additional features to be announced in future Product News bulletins.

Option 6NR – Mobile application preparation. Product offer.

The new option starts production March 2011.

- Initially available on E82/E88 LCI models and priced at £130.00 inc
 VAT.
- Availability for other models to be confirmed via Product News bulletins.
- The following optional equipment is also required to enable the ordering of option 6NR:
 - Navigation system BMW Professional Multimedia (option 609).
 - Bluetooth telephone preparation with telematics (option 633).
 - USB audio interface (option 6FL).
 - Telephone USB audio interface (option 6NF).
- Note: the iPhone and the snap-in adaptor are not part of option 6NR.

Option 6NR – Mobile application preparation.

BMW Connected – Community.

Access Facebook and Twitter social networks while in the vehicle. Stay in contact and get the latest network news from the community.

Highlights:

- Facebook & Twitter function in the vehicle.
- Read news and current status from the community.
- Post messages in the vehicle.
- Predefined list of messages to select from for posting.



Please note all screen images are draft and are subject to change.







Option 6NR – Mobile application preparation. BMW Connected – Web radio.

Listen to web radio stations in the vehicle.

Highlights:

- Vast number of different internet radio stations available from all over the world.
- Different search options to find the right station.
- Additional information from the radio station (e.g. actual song, artist, genre etc.).
- Use this feature everywhere from the iPhone, not only in the vehicle.

Please note all screen images are draft and are subject to change.

Radio

--:-
FM

AM

DAB

Saved s

Web radio

--:-
TOP 40

Bayern

DAB

Saved s

N

128 kb

Sie hoeren ANTENNE

BAYERN





Option 6NR – Mobile application preparation.

BMW Connected - iPhone application.

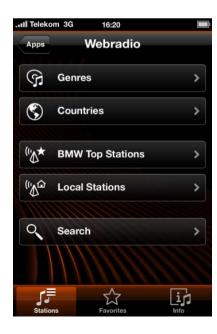
- The BMW Connected application is free to download.
- Some application features can also be used independently of the vehicle (eg. web radio).
- The iPhone must have a broadband connection (3G). All costs incurred through the connection are part of the users contract with the network operator.
- Note: functionality could be impaired by mobile network conditions or by any data download limitations in the users contract.

Please note all screen images are draft and are subject to change.









Option 6NR – Mobile application preparation. Audio playback.

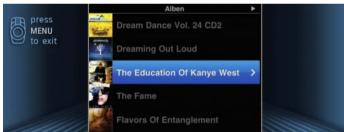
Audio playback of music stored on the iPhone.

Highlight:

 Control of music playback using the Apple iPhone user interface on the vehicle Control Display.

Please note all screen images are draft and are subject to change.







Option 6NR – Mobile application preparation.

iDrive menu structure.

- -From March 2010, the BMW Services menu will be renamed 'ConnectedDrive' if a vehicle is equipped with **either** of the following options:
 - Option 6NR Mobile application preparation
 - -Option 633 Bluetooth telephone preparation with telematics
- -This applies to all models except E70, E71 and F25, which will change from April 2010.



Option 6NR – Mobile application preparation. iDrive menu structure.

- -Vehicles equipped with option 6NR, will have a new sub-menu from the ConnectedDrive menu called 'Apps'.
- -From this menu a user can access BMW Apps. This provides access to the features of BMW Connected.
- -Usage of the PlugIn menu will be confirmed at a later date.

Please note all screen images are draft and are subject to change.

Apps

BMW Apps

E Facebook

Twitter

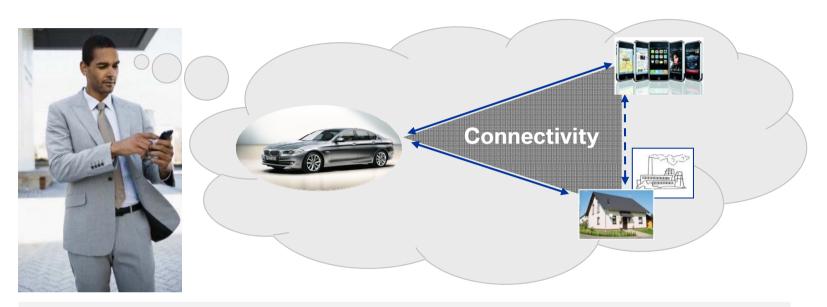
Webradio

PlugIn

PlugIn

Option 6NR – Mobile application preparation.

New car experience.

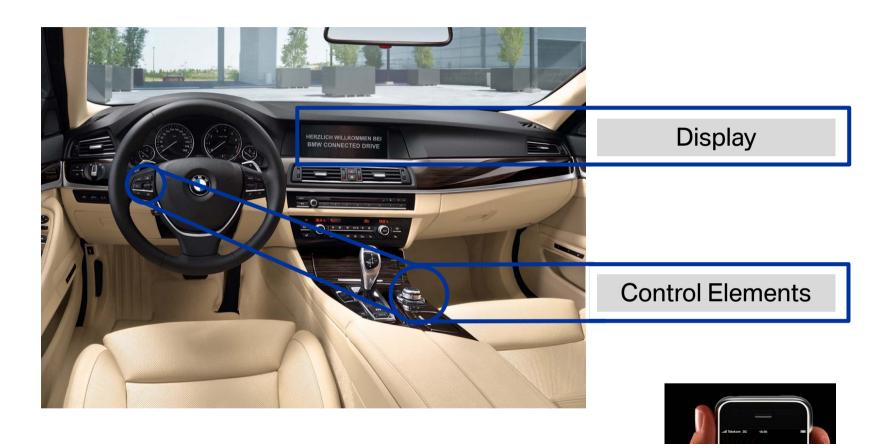


New connectivity...

- ... providing a completely seamless entertainment experience between home, on-the-go and in the car.
- ... future App Store upgrades for BMW Connected (tbc).
- ... integrating an element of personal configuration to the vehicle.
- ... using an iPhone connection to transfer data to/from the vehicle Control Display.

Option 6NR – Mobile application preparation.

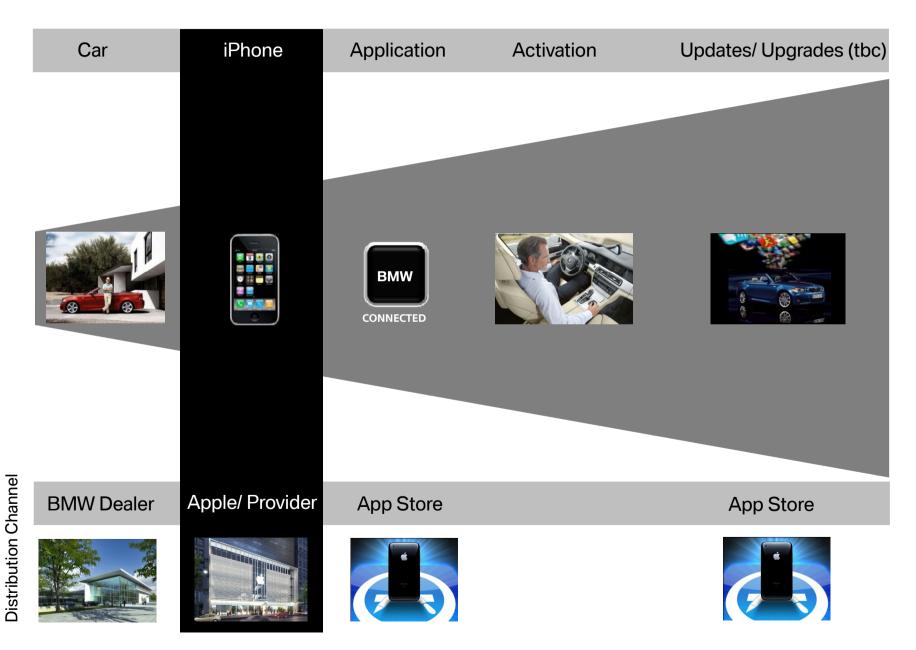
New car experience.



Central Processing Unit

Option 6NR - Mobile application preparation.

Distribution Process.



Option 6NR – Mobile application preparation. Part of the BMW ConnectedDrive portfolio.

The three pillars Convenience, Infotainment and Safety are divided into three sub-categories each.

BMW Connected Drive

Convenience

Making driving and vehicle handling more convenient

Infotainment

Information & entertainment (like at home/ in office)

Safety

Focus active safety systems







Option 6NR – Mobile application preparation. New Infotainment feature.

Each of the three pillars contains a number of products/technologies and Mobile application preparation is now part of Infotainment.

BMW Connected Drive Infotainment Convenience **Safety** Information & entertainment Making driving and vehicle Focus active safety systems handling more convenient (like at home/ in office) **Vehicle Management Mobile Office & Telephone** Emergency Call • Bluetooth telephone integration · Driver's Profile Transfer · Comfort access Mobile Office • Emergency SOS call (automatic/manual) Remote Services / My BMW Remote App Software Update via USB BMW Tracking **Travel & Navigation** Visibility Entertainment • Bluetooth audio Mobile phone Country information: Information Plus streaming **USB** music Night Vision with pedestrian recognition Google send-to-car TMC traffic Online update for playback Head-up Display information Google Local album information Album art Surround-view BMW Routes Search DAB digital radio display · High-beam Assistant My Routes Google Panoramio Mobile Speed Limit Pictures application Google Street View display preparation Weather in Information Drive Assistance navigation map Text-to-Speech Lane Departure Warning BMW Online (news) Lane Change Warning • BMW Online (weather) Active Cruise Control (ACC) with 'Stop Parking and Go' Surround-view Reversing Assist camera Park Assist

Thank you for your attention.