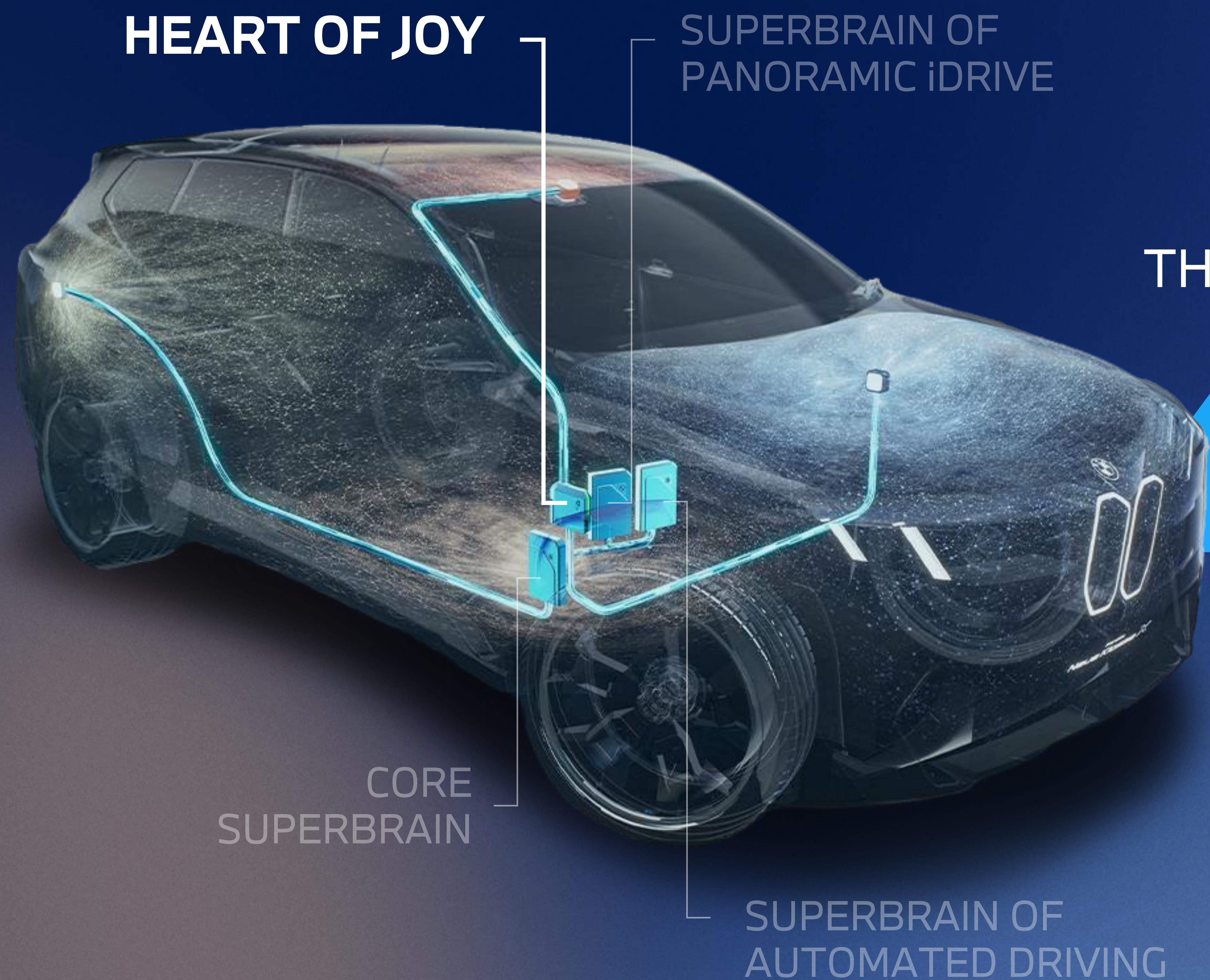


DRIVING DYNAMICS AND AUTOMATED DRIVING.

Dr. Mihiar Ayoubi

Senior Vice President Driving Experience





THE

4

SUPERBRAINS

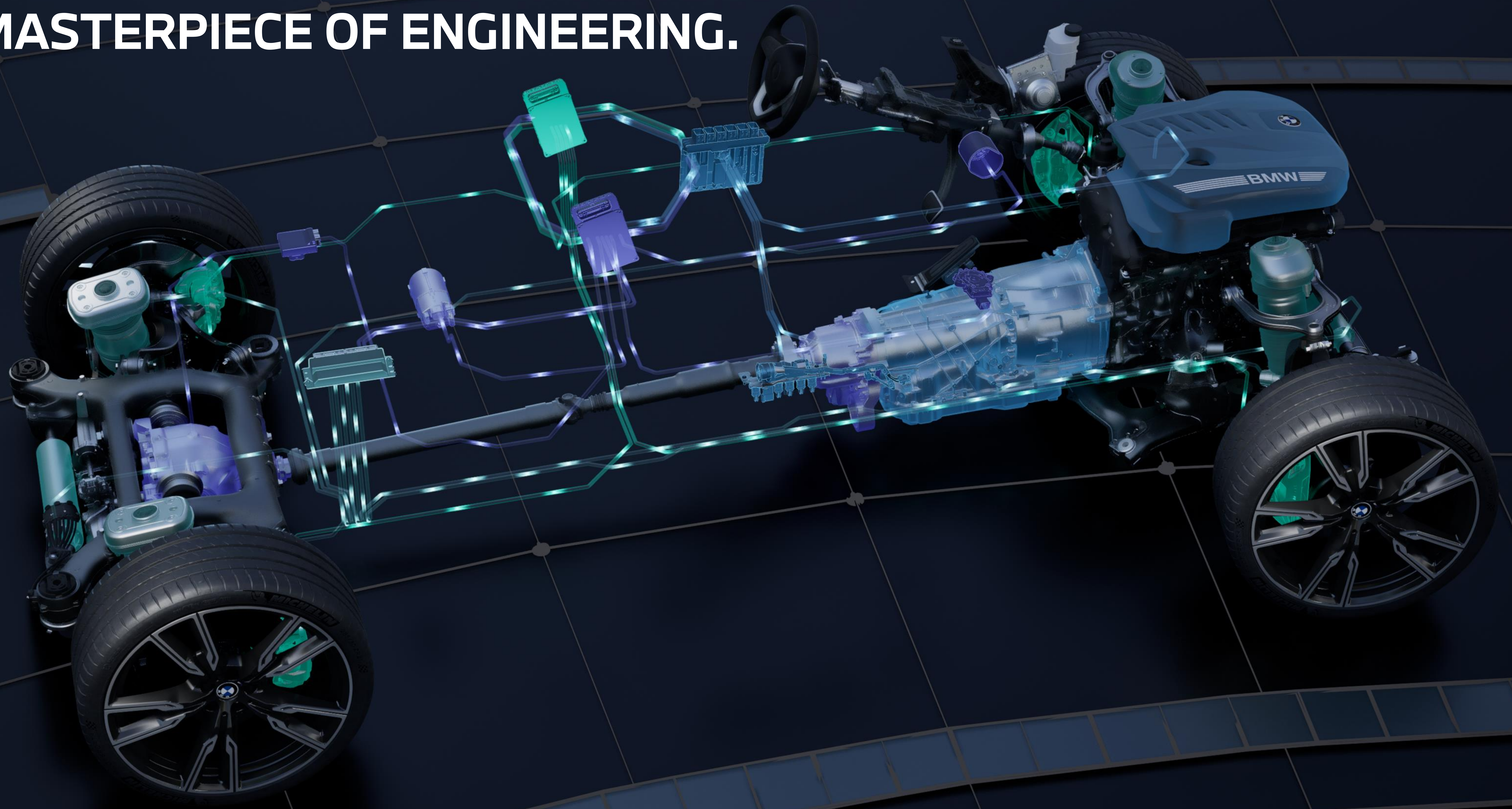
OF THE NEUE KLASSE.

THE NEUE KLASSE. ENTIRELY NEW DRIVING PLEASURE.

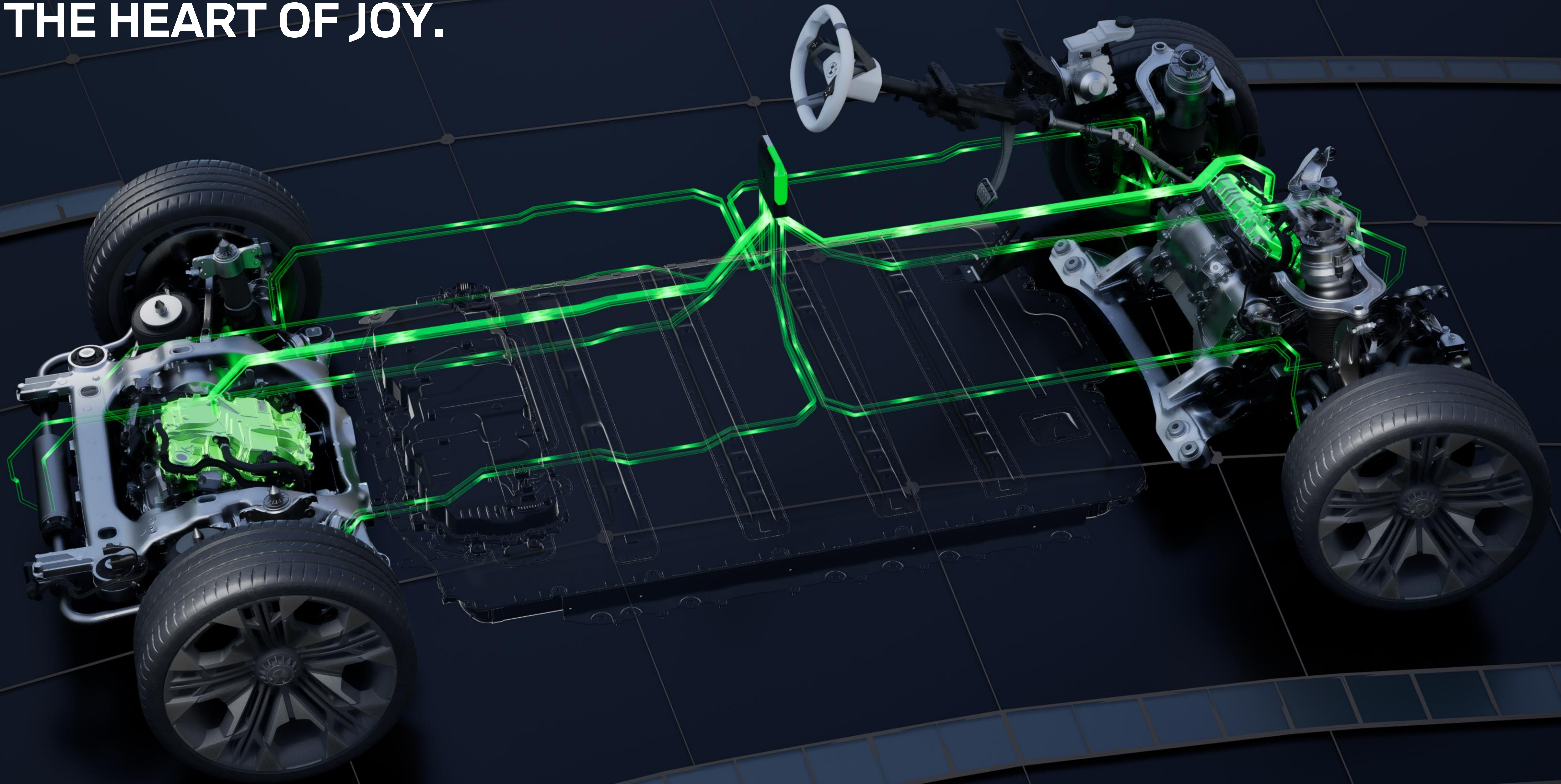


- Entirely new **body**.
- Entirely new **drivetrain**.
- Entirely new **electric backbone**.
- Entirely new **functional architecture**.

CONNECTED CHASSIS.
A MASTERPIECE OF ENGINEERING.



A NEW ERA OF DEVELOPING THE NEXT SHEER DRIVING PLEASURE.
THE HEART OF JOY.



DYNAMIC PERFORMANCE CONTROL. STRATEGIC BENEFITS.



- + BMW PROPRIETARY.**
Scalable with short time to market.
- + DEVELOPMENT SPEED.**
Quick changes & shorter development cycles.
- + UPDATABILITY.**
Over-the-air rollout of complex & distributed functions.
- + VARIANT CONTROL.**
Reduction Start-up- & application efforts.
- + SCALABILITY.**
Enabler e.g. M-HP derivatives with 4 EM concepts.
- + COST & WEIGHT.**
New approaches and opportunities.

HEART OF JOY

SUPERBRAIN OF
PANORAMIC iDRIVE

THE

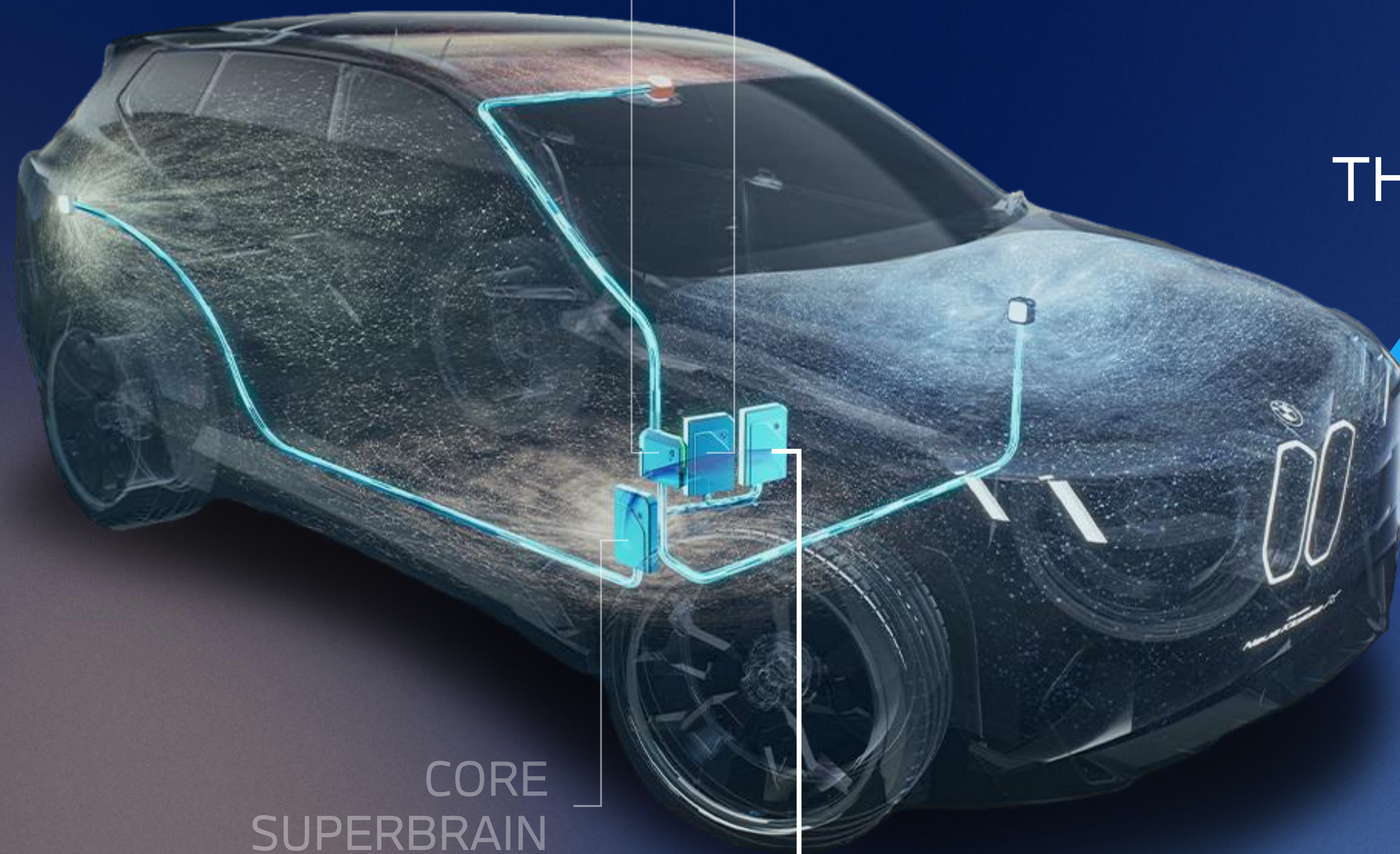
4

SUPERBRAINS

OF THE NEUE KLASSE.

CORE
SUPERBRAIN

**SUPERBRAIN OF GEN25
AUTOMATED DRIVING**



ASSISTED DRIVING PLEASURE. ADJUSTED ADAS PRODUCTS ACCORDING TO THE NEEDS OF OUR CUSTOMERS BASED ON GEN21.

GER

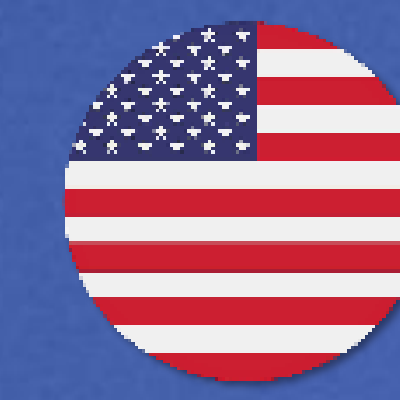


In Germany, the **Highway Assistant** is used by our Customers in **~ 2/3** of their driving time when offered.

The Take Rate of the **Highway Assistant** is more than **50%**.

The Take Rate of the enhanced **Parking Packages** is more than **66%**.

US



In US, the **Highway Assistant** is used by our Customers in more than **~50%** of their driving time when offered.

The Take Rate of the **Highway Assistant** is more than **40%**.

The Take Rate of the enhanced **Parking Packages** is more than **80%**.

More than **70 Mio. km** driven with Highway Assistant active since market launch.

ADAS STATUS QUO.

TAILORED ADAS PRODUCTS FOR LOCAL CUSTOMER NEEDS.



PARKING*

- **Parking Functions** offer advanced automated parking solutions, allowing drivers to park their vehicles with minimal input and enhanced convenience.
- Parking with **AI-Powered** slot detection & maneuver selection.

* Worldwide offer

LEVEL 2+ DRIVING

- To ~50% of our US customers **technical innovations** were extremely important when purchasing/leasing their vehicle.
- Feeling **safe and secure** in their car is a very important **need** for our customers.
- **Next Gen Highway Assistant with Hands-Free** and Entry2Exit navigation with automatic **Lane Change**.
- BMW the first to approve **Hands-Free Highway Assistant** according to  **UN-ECE R171** on the market**.
- **Highway & City Assistant** as a continuous driving experience **Address-to-Address**, fully **sybiotic** for complex **urban** driving tasks.

** Market offer depending on regulatory premises.

BMW GROUP X QUALCOMM. STRATEGIC COOPERATION FOR THE NEXT GENERATION ADAS.



BMW AND QUALCOMM.

- Joint **development of Gen25** ADAS platform for BMW Neue Klasse.
- Focus on **safety and maturity**.
- Leveraging competences and cost synergies using **latest AI Technology**.
- Validation with BMW test vehicles for US and **global markets**.

AN EXCELLENT PARTNER.

- Advanced, flexible **SOC design and top-level computer vision** capabilities.
- **Broad competences** in hardware and software co-design, AI and Automotive.
- High **performance** attitude and **demand** on joint solution.

BMW IS COMMITTED TO RESPONSIBILITY BY COMBINING **SAFETY,**
COMFORT AND INNOVATION.

INNOVATION



RESPONSIBILITY

ASSISTANCE

CONTROLLABILITY

BMW NEUE KLASSE WILL OFFER A UNIQUE AUTOMATED DRIVING EXPERIENCE. TRENDSETTER WITHOUT FOLLOWING A TREND.



SMART.

Best of two worlds:
cutting-edge AI-algorithms for
perception and planning.

Safety proven rule-based
algorithms for final decision-
making process.



SYMBIOTIC.

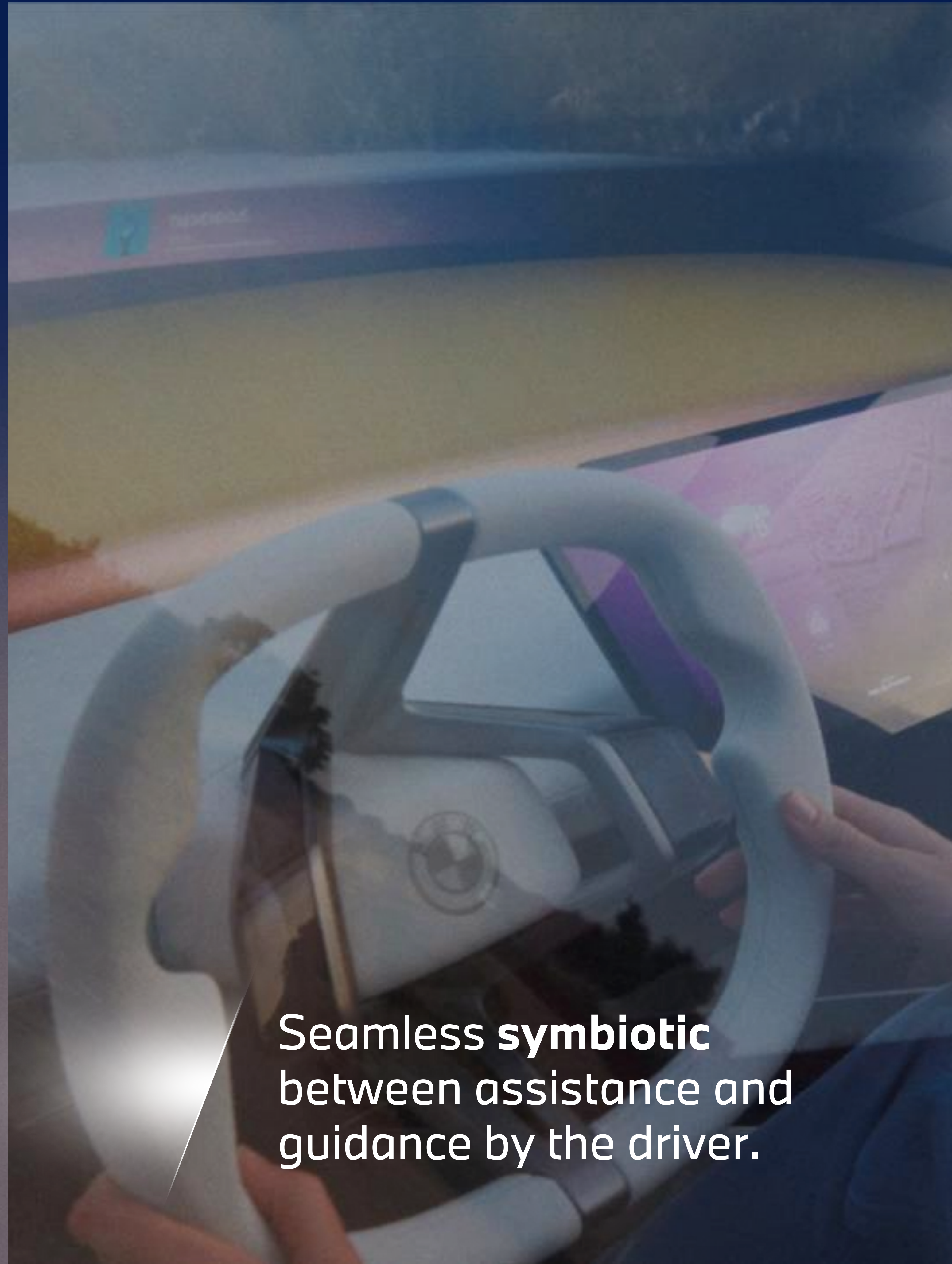
Seamless assistance:
keep driver intuitively engaged
when needed.



SAFE.

**Pioneering ADAS
innovation for 20+ years:**
never compromising safety.

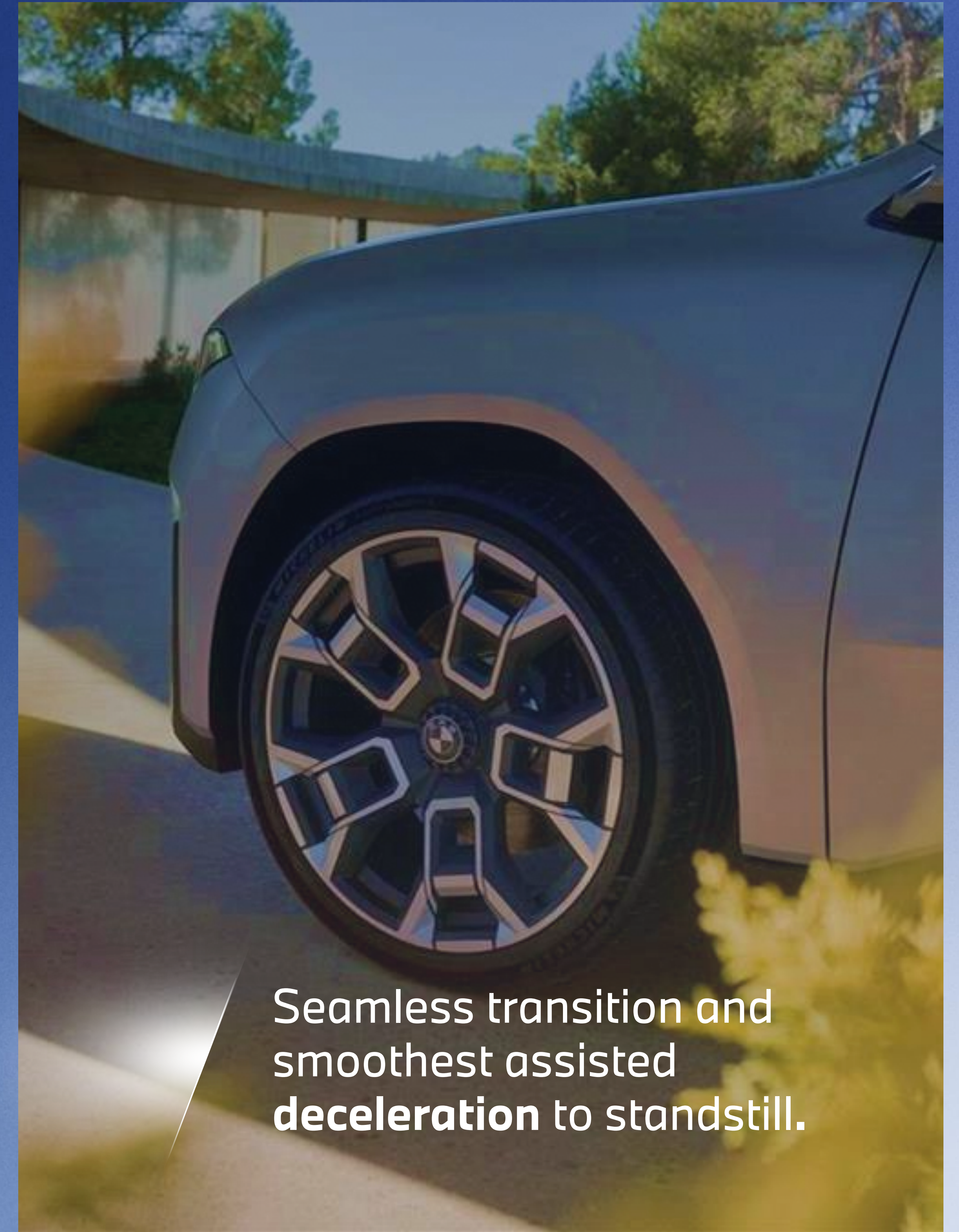
SYMBIOTIC – DRIVER INTERACTION. COOPERATIVE ASSISTANCE.



Seamless **symbiotic**
between assistance and
guidance by the driver.



Cooperative steering and
world first cooperative braking
during active assistance.



Seamless transition and
smoothest assisted
deceleration to standstill.

SAFE – CORE LAUNCH PHILOSOPHY. NEXT LEVEL DRIVER INVOLVEMENT AND STATE-OF-THE ART SAFETY FEATURES.

- Next generation active safety as a **silent companion**.
- High-performance interior camera for intelligent **driver involvement**.
- Safety first is our guideline and not chasing **flashy features**.



ADAS STATUS QUO. TAILORED ADAS PRODUCTS FOR CHINA.



CN

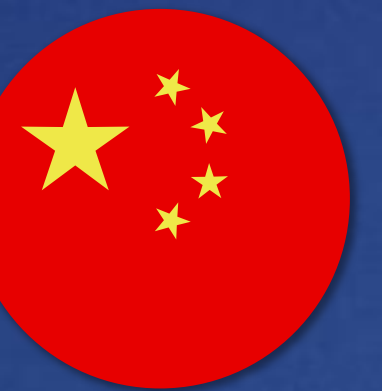


- Over 1/3 of our chinese BMW customers are looking for **most modern technology**, while an equally large group wants to **avoid stress** when driving.
- In China our customers use **Level 2** ~50% of their driving time on **highways**.
- China specific L2+ product adapted to the **needs** of our **customers** living in **urban** areas or megacities and engineered with local partners.

ADAS FOR CHINESE MARKET. CHINESE AI TECHNOLOGY EMBEDDED IN BMW PRODUCT EXPERIENCE.



BMW AND MOMENTA.



- Combining **20+ years** of pioneering safety with locally trained driving knowledge and enhancing **geopolitical resilience**.
- Navigation Guided Assist for **seamless** L2+ Assistance from **Urban to Highway**.
- Developed specifically for Chinese road networks, traffic conditions and user expectations, utilising advanced **AI algorithms** and **data driven development methods**.

MOMENTA AS A STRONG PARTNER FOR BMW.



宝马集团中国与Momenta智能驾驶辅助合作签约仪式

Signing Ceremony for ADAS Cooperation Between BMW Group China and Momenta

