

**BMW  
GROUP**



**ROLLS-ROYCE**  
MOTOR CARS LTD

# SCALING AI ACROSS THE BMW GROUP.



DR. CHRISTOPH GROTE & DR. FRANZ DECKER.  
SEPTEMBER 2026.



# LARGE-SCALE SOFTWARE DEFINED VEHICLE ADOPTION GUARANTEES THE RAPID ROLLOUT OF MORE THAN 40 MODELS UNTIL EOY 2027.

PRODUCT AT SCALE

## ONE SOFTWARE-PLATFORM ACROSS...

- MODELS
- DRIVETRAINS
- REGIONS
- SEGMENTS

## FROM VOLUME VEHICLES TO HIGH-PERFORMANCE DERIVATIVES.

**2025**  
Launch of  
NEUE KLASSE



**2026**



**2027**



## Evolution of BMW platforms

from "body-in-white first" to software defined vehicle leadership

AI Defined  
Vehicle

# IN PARALLEL THE ENTIRE FLEET IS SERVED FROM THE SAME SOFTWARE SOURCES.

PRODUCT AT SCALE



REMOTE SOFTWARE UPDATE



Vehicle software



Digital experiences



Driving functions



Energy management



Security & quality

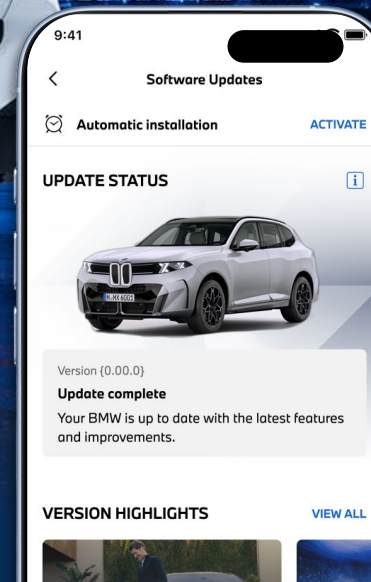


LARGEST OTA FLEET

**12+ M.**  
and counting

**60+**  
models

**3 brands**



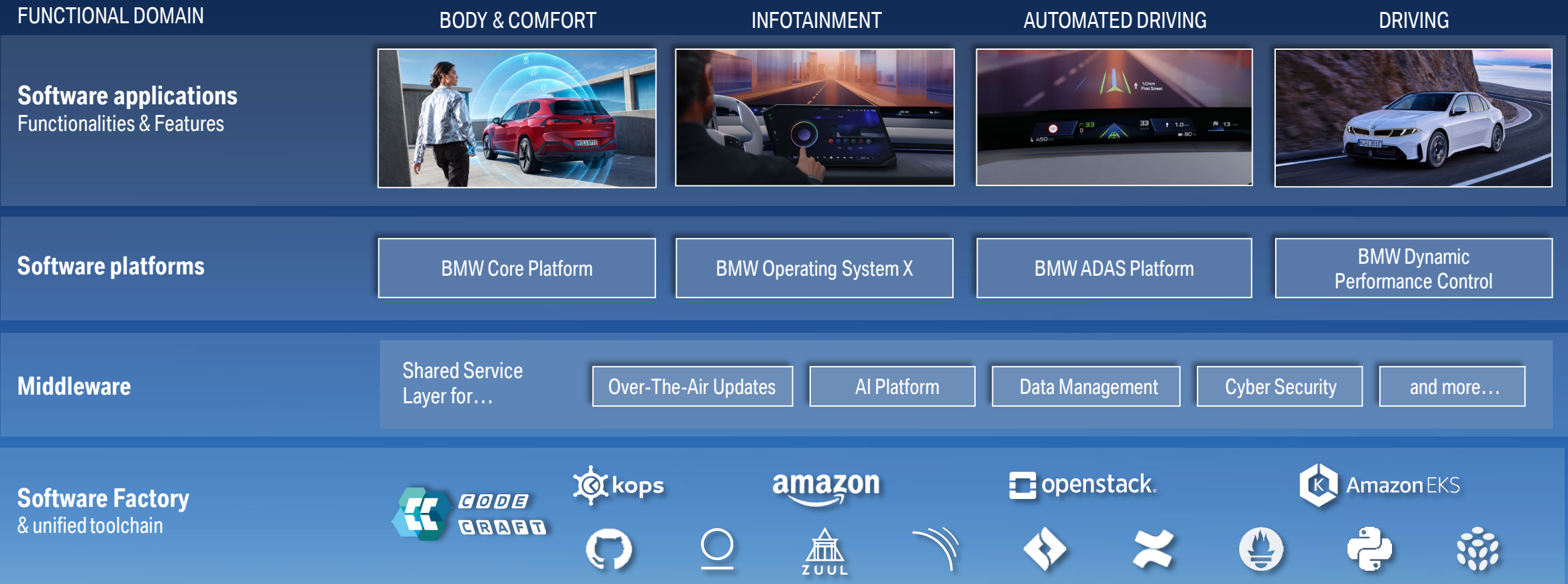
**20 min installation time**  
(Remote - SW-Update in car//  
industry benchmark)

**120+ upgrades:**  
features & quality  
improvements  
(since 2019)



# CLEAN, MODULAR ARCHITECTURE IS ONE ENABLER FOR FAST AND BROAD ROLLOUT.

PRODUCT AT SCALE



# BMW'S INTERNATIONAL SOFTWARE ORGANISATION ENSURES REGIONAL STRENGTH AND HIGHLY COMPETITIVE COSTS.

PRODUCT AT SCALE

Software at BMW Group is developed in a highly productive **global network of ~ 10,000 software engineers.**



 **24/7  
DEVELOPMENT**

 Dedicated test automation toolchain with  
**> 2,000 AUTOMATED DIFFERENT TESTS / DAY**

 **3x MORE CODE**  
than Gen21

# AI-ASSISTED DELIVERS PRODUCTIVITY, BUT THIS IS NOT ENOUGH. AI-NATIVE DRIVES DISRUPTIVE SCALE.

AI-NATIVE

- Human-driven
- Human-driven & AI-assisted
- AI-native



AI-INTENSITY



Illustrative only

# FROM AI SOFTWARE DEVELOPMENT TOWARDS AI-NATIVE CORE PROCESSES OF THE BMW GROUP.

AI-NATIVE ORGANISATION

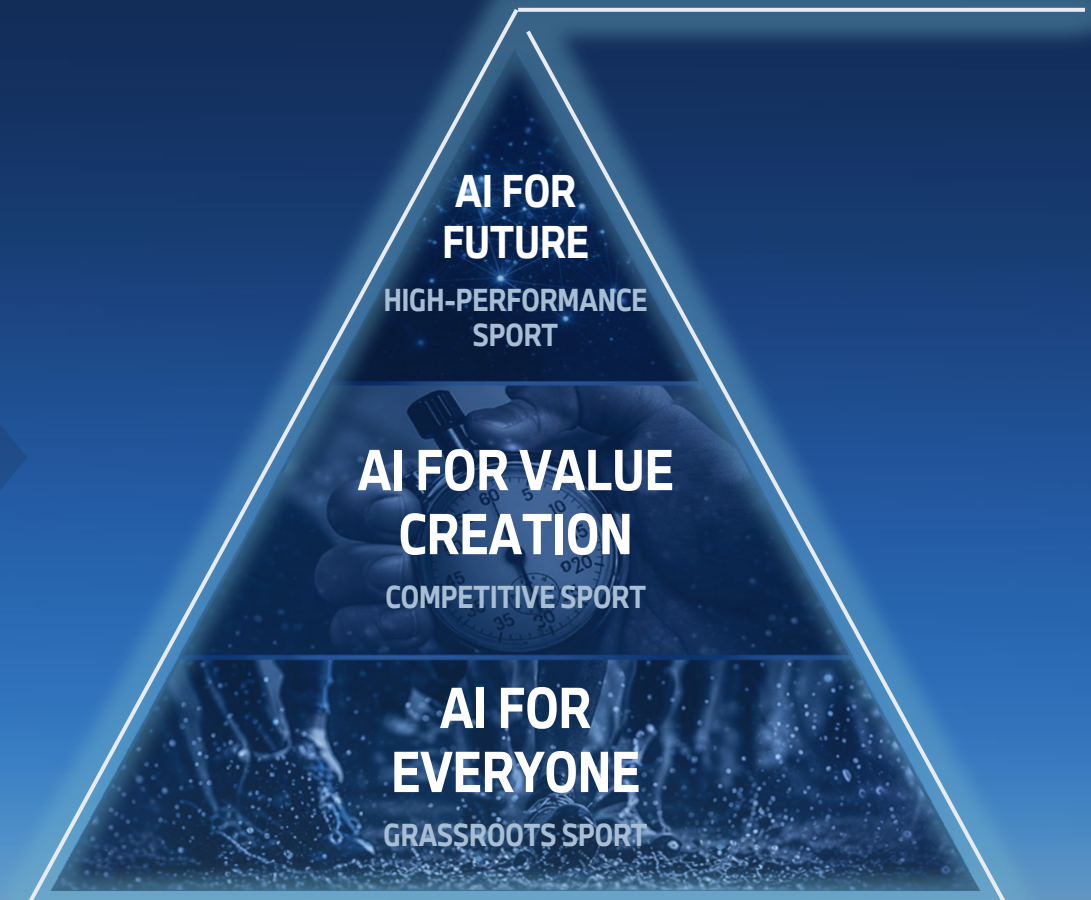
AI SOFTWARE DEVELOPMENT.



AI-DRIVEN VEHICLE **ENGINEERING.**

**CUSTOMER INTERACTION** OF THE FUTURE.

**AGENTIC ADMINISTRATIVE & DECISION PROCESSES.**



# OUR AI INVESTMENT PRINCIPLES FOCUS ON MEASURABLE BUSINESS VALUE WITH SELECTIVE DISRUPTIVE BETS.

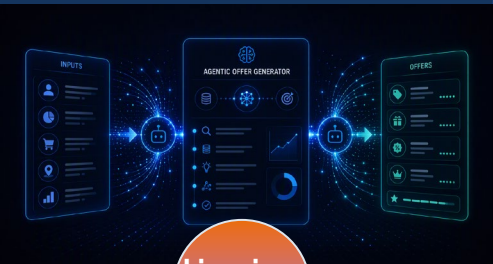
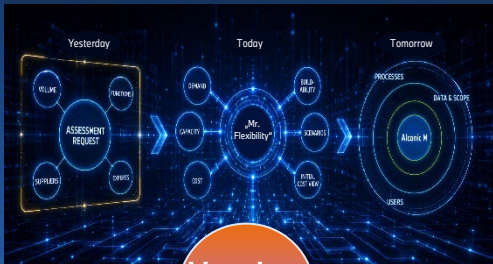
AI-NATIVE ORGANISATION

|                                                   | INVESTMENT EXAMPLES                    | COST | PERFORMANCE | VALUE CREATION |
|---------------------------------------------------|----------------------------------------|------|-------------|----------------|
| <b>AI FOR FUTURE</b><br>HIGH-PERFORMANCE SPORT    | Industrial AI for crash simulations    | €€€  | ↗ - ↑↑      | ? - €€€€€      |
| <b>AI FOR VALUE CREATION</b><br>COMPETITIVE SPORT | Process automation via multiple agents | €€   | ↑           | €€€€           |
| <b>AI FOR EVERYONE</b><br>GRASSROOTS SPORT        | MS Copilot & Group AI Assistant        | €    | ↗           | €€             |



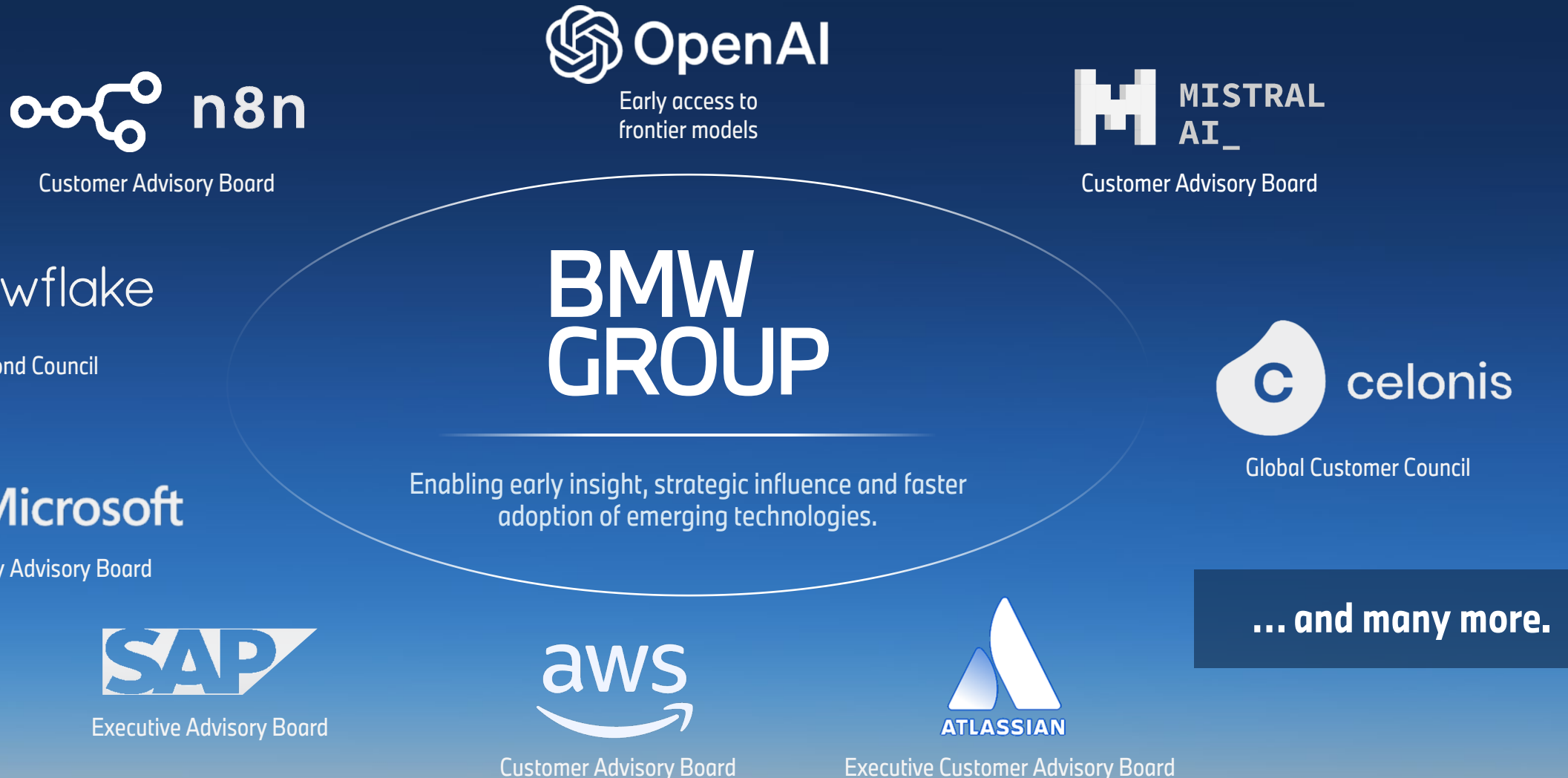
# WE REALISE VALUE ACROSS THE ENTIRE PROCESS CHAIN ALONG VARIOUS BUSINESS VALUE DRIVERS.

AI-NATIVE ORGANISATION

| Driver | Gamechanger                                                                                           | Improved customer value                                                                                            | Increased efficiency                                                                                                | Better & faster decisions                                                                                                       |
|--------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Area   | <b>AI MATCHFUND</b>  | <b>CUSTOMER ENGAGEMENT</b>       | <b>AGENTIC OFFER GENERATION</b>  | <b>OPTIMISED SUPPLY CHAIN OFFER</b>          |
| Impact | <p>~ <b>€1.2bn</b><br/>VALUE 2026-28</p> <p>~ <b>€200m</b><br/>INVEST 2026/27</p>                     | <p>Live since 07/26</p> <p>First automotive ChatGPT integration.</p> <p>Seamless customer lifetime experience.</p> | <p>Live since 01/26</p> <p>&gt;90% cycle time decreased.</p> <p>Quality increased.</p>                              | <p>Live since 04/26</p> <p>Evaluation time reduced from weeks to minutes.</p> <p>Previously impossible assessments enabled.</p> |

# WE COLLABORATE WITH LEADING AI PIONEERS TO SHAPE THE ROADMAP FOR THE FUTURE.

AI-NATIVE NETWORK

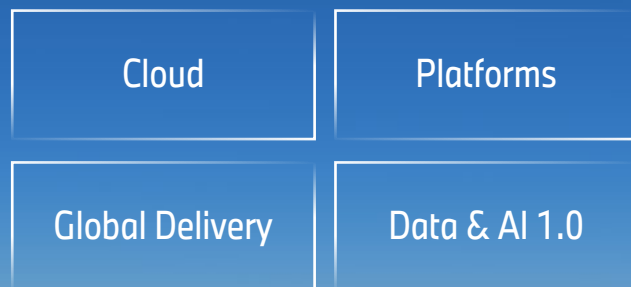


AI CHANGES THE WORLD SIMILARLY AS PREVIOUS INDUSTRIAL REVOLUTIONS.  
THE BMW GROUP IS PREPARED AND DRIVES THE TRANSFORMATION AT SCALE.

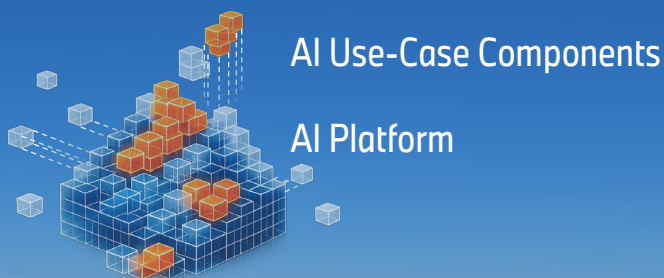
AI-NATIVE NETWORK

# AI DRIVES TECHNOLOGICAL CHANGE. THE BMW GROUP REALISES ITS VALUE.

## AI FOUNDATION.



## INDUSTRIAL ADOPTION.



## IMPACT.

