



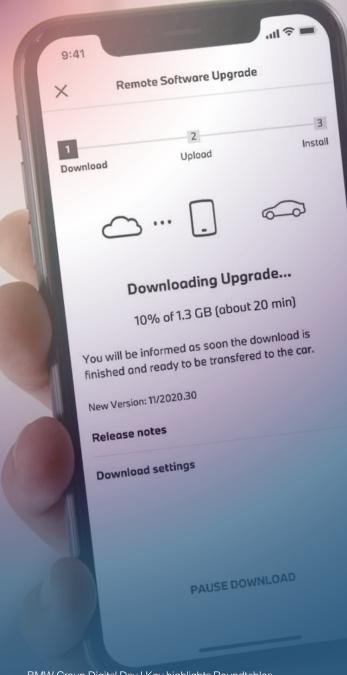
PIONEERING DIGITAL INNOVATION.

- Leading position amongst OEMs based on more than 20 years of successful history in pioneering digital innovation.
- First BMW SIM card launched in 1998. Now BMW will bring dual eSIM dual active to the car.
- 8th generation of BMW iDrive: one the most intuitive, innovative and safest control concepts in the industry.
- First OEM to move into the era of 5G for significantly improved reception, bandwidth and latency.
- BMW was the first to feature iPod integration, Apple CarPlay wireless integration and most recently BMW Digital Key with Apple iPhones.
- BMW is pioneering the development of the **Digital Key for Android** together with Google.
- BMW Group builds strong partnerships with leading tech players to integrate the customers' digital ecosystems in a seamless way.



SOFTWARE COMPETENCIES.

- BMW Group has **10,000 employees working in IT and software development** worldwide.
- BMW Group has a **strong track record** in software development and the competency to combine excellent coding with functional skills.
- In-house development of the operating system layer of our vehicle software based on a Linux platform.
- Software carry-over effects of up to 80% per generation leap.
- Strategic "make or buy" approach: In-house coding in areas which have a brand-defining and differentiating character.
- For basic functionality, BMW Groups buys software commercial off the shelf or uses existing open source code.
- Regionally adapted tech stacks and a strong R&D footprint in China ensure that the brand meets tech-savvy customers' demands.
- BMW Group retains control over the vehicle software platform at all times.



REMOTE SOFTWARE UPGRADE.

- With Remote Software Upgrade BMW vehicles are "always fresh": The cars don't get old, they get better.
- Since 2018, BMW is one of two global manufacturers being able to upgrade every line of code in the vehicle over-the-air.
- An upgrade installation does not take longer than 20 minutes on average. This is industry benchmark.
- BMW is already upgrading over 20 models over-the-air, handling different hardware specifications and equipment.
- From mid 2021, every new BMW will be Remote Software Upgrade capable.
- BMW Group will have the largest over-the-air upgradeable fleet of any manufacturer in the world by the end of 2021 (over 2.5 million vehicles).

BMW Group Digital Day I Key highlights Roundtables



DIGITAL SALES.

- BMW Group follows a **holistic approach** to the **customer journey** for a **seamless experience** from prospect until the end of vehicle usage.
- The company targets 25% of new car sales to be digital in 2025.
- BMW drivers can constantly thanks to over-the-air update capabilities – add digital services and functions on demand as one-time purchases or subscription models.
- BMW is offering its customers maximum flexibility whether their car is new or used, owned or leased.
- The BMW ConnectedDrive store is unique in the industry with flexible offers, immediate availability, simple booking and easy useability.
- Digital aftersales are creating an additional revenue stream with significant growth potential.