

**BMW
ConnectedDrive**



**Sheer
Driving Pleasure**

www.connected-drive.de

BMW ConnectedDrive.

More safety, more comfort,
sheer driving pleasure.



BMW ConnectedDrive is an innovative concept which interconnects information, communication and assistance systems inside and outside the vehicle, location-based and destination-oriented. This means intelligent mobility and offers superior driving pleasure with a new level of safety and independence. At the same time the driver retains full responsibility for all driving manoeuvres, the systems only make recommendations.

In the BMW ConnectedDrive concept, the three components BMW Assist, BMW Online and Driver Assistance complement each other. Delivering a new degree of mobility and driving pleasure, for now and in the future.





BMW ConnectedDrive.

Driver. Vehicle. Environment.

Beyond the limits.

Never again read a map, never again ask for directions... Find out about traffic jams sooner. With BMW Assist the automobile becomes the perfect travel manager which reports up-to-date information on traffic conditions to the driver en route.

In an emergency a signal is automatically triggered which forwards your location to the rescue service or to the Breakdown Recovery Service which, in addition, transfers important vehicle data to the call centre. This enables the driver to receive help faster.

At the touch of a button you are connected with the competent staff of the BMW Assist call centre. Here you receive the information you need at your current location or at your destination, including hotel and restaurant recommendations or addresses and telephone numbers of individuals and businesses. All the requested data can be transferred to the navigation system and the car phone.

Always well-informed, you arrive at your destination faster and in more comfort.



A quicker way to reach your destination.

BMW Assist.



Traffic info.

“Traffic Info” informs you about the current road traffic situation sooner than the radio. More than 4000 sensors along the German motorways deliver their measurement results in order to create an image of the traffic situation in real time. In the case of a traffic jam warning, the navigation system automatically suggests an alternative route.



Emergency Call with automatic vehicle location.

The emergency call is activated in two ways: Automatically, as soon as the airbag is deployed – emergency measures are immediately initiated. Or manually at the touch of a button – and you have an immediate connection to the call centre. It is not necessary to describe your current location, BMW Assist takes care of that for you automatically. This is just one example of location-based, value-added services.

Info plus. What? When? Where?

What's on in the world of art and culture at my destination? Where's the best restaurant or the nicest hotel near my current location? The competent BMW Assist call centre staff always have a personalised answer for you, made-to-measure to suit your current location or final destination. Simply by pressing a button, your requested locations are transmitted to the navigation system and the telephone numbers are stored in the car phone.

BMW Mobile Service.

Should you need on-the-spot assistance from a BMW service vehicle, you'll find the entry BMW Mobile Service in the BMW Assist menu. If you activate this, your current location as well as important vehicle data are transferred. This means that BMW can help you at your location as fast as possible. And you can continue your journey without delay.

BMW Online delivers location-based information, for example:

- Telephone numbers and addresses nationwide
- Entries from the "Yellow Pages"
- Restaurant and hotel information from the Michelin Red Guide, including the renowned Michelin categories
- Travel and tourist information from the Michelin Green Guide
- Current financial and stock market data
- Various Mobile Office functions, e.g. address book and e-mail account
- 3-D weather information
- Locations of over 65,000 cash dispensers
- Display of vacant car parks in 84 large cities and at 20 airports, and in 22 of these cities the current number of available spaces and tendency regarding parking space availability
- Hotel and restaurant recommendations as well as places of interest in France, Spain, Belgium, Italy, Austria, Switzerland and Great Britain

* To date, BMW Online is available in Great Britain and Germany. The individual items can differ from country to country, since BMW Online integrates country-specific mobility services. For further details, please contact your BMW dealer.



BMW Online services are available at any time. You can transfer destination co-ordinates or telephone numbers to the navigation system or the car phone. The service portfolio is supplemented and extended every year, e.g. this year with the Michelin Red and Green Guide, a list of more than 65,000 addresses for cash dispensers and the pan-European Services.



An aerial, long-exposure photograph of a city street at night. The scene is filled with light trails from moving vehicles, creating vibrant streaks of white, yellow, and red. A white BMW car is prominently featured in the center, moving through a circular plaza. To the right, a building with a sign that reads "Conditorei" is visible, with its interior lights glowing. In the foreground, there are outdoor cafe seating areas with large white umbrellas and people sitting at tables. The overall atmosphere is one of a bustling, modern urban environment.

BMW Online brings internet-based services into the vehicle. BMW drivers are becoming more mobile and up-to-date than ever before. A specially designed BMW internet portal with exclusive mobility information and services makes this possible. Location-based services such as parking and flight information as well as over 42 million telephone numbers of individuals and businesses are testimony to this. No matter where you are addresses and telephone data are at your disposal. Also included is restaurant and hotel information, weather information, financial and stock market news as well as Mobile Office functionality, address book and e-mail account. You can even access BMW Online via your home PC or WAP mobile phone.

Be well-informed everywhere.
BMW Online.

You can drive with foresight. Or you can drive a car with foresight: a BMW with cutting-edge driver assistance systems. The interconnection of vehicle electronics and mechanical systems delivers results which were unthinkable a few years ago.

BMW ConnectedDrive's core statement - the networking of driver, vehicle and environment - is reflected most clearly here: from all three areas, diverse driving-relevant data are collected, then analysed and evaluated by the various assistance systems. Of course, the driver retains full responsibility for all driving manoeuvres, but the systems actively support him and make his life easier. This intelligent co-pilot draws the driver's attention to any risky situations which may arise.

The Active Cruise Control operates with subtle counter-pressure on the gas pedal; the Heading Control draws the driver's attention to any risky situations which may arise; only the strikingly futuristic Parking Assistant can take over full control.

These and other assistance systems are still in a development and test phase, but will be ready for production in the coming years.

Driver Assistance Systems.

Anticipatory driving.
Research and development.





Heading Control.

A camera with an image processor registers the lateral lane barriers. Further sensors analyse driving factors such as side wind, grooves or bends. The system immediately recognises possible deviations from the lane. It calculates the optimal steering behaviour under the prevailing conditions and defines adequate tolerance limits. Should these be exceeded, the system indicates the necessary steering correction. It then remains with the driver to decide if he wants to follow that recommendation.

Active Cruise Control.

Based on the data from the navigation system, recommendations to reduce speed are made, for example when driving into an urban area - discreetly and unobtrusively with slight counter-pressure applied to the gas pedal. This is the Active Cruise Control which will be ready for production in the next few years. BMW ConnectedDrive has another component named 'ACC Stop & Go'. In the future, vehicles which have stopped ahead of you will be detected and your own vehicle decelerated until it stops. Driving off again is also automatic. This way, driving through traffic jams or in city traffic will become more comfortable.

Parking Assistant.

This strikingly futuristic driver assistance system is being tested in a BMW X5. It not only measures parking spaces whilst the car is passing by, it also parks the vehicle perfectly. Your only contribution to the parking operation is to gently actuate the gas and brake pedals, steering is fully automatic.

Assistance



The latest on BMW ConnectedDrive and its partners. Co-operation leads to success.

If you would like to know more about BMW ConnectedDrive, you can access the constantly updated information via our web site: www.connected-drive.de

BMW ConnectedDrive partners:



Dpa - the German press agency DPA is market leader in Germany and is one of the largest press agencies world-wide. Over 800 full-time journalists as well as a thousand freelancers deliver the latest information reliably around the clock.



11880 - the well-known German directory service can deliver far more than just telephone numbers, addresses and post codes. Cinema, events and restaurant tips belong to its information spectrum, as well as time-tables, sport results and pharmacy emergency services. Any time and everywhere, even when you're on the road.



ViaMichelin - ViaMichelin – this indispensable partner on your journey accompanies you en route with the Red Michelin Guide and the Green Guide with the renowned Michelin categories.



Apotheken.de - this web site of German pharmacists was initiated by the publishing house Deutscher Apotheker Verlag. It's an independent health portal. Data on 24-hour emergency services can be found on this communication platform as well as information on over 2,500 pharmacists on the Internet.



mecommo AG - offers you content for the mobile future. It has an extensive content portfolio as well as the technical competence to realise solutions on all BMW information channels. Mecomo delivers data on over 65,000 German cash dispensers to BMW.



MagicMaps GmbH - was founded as a spin-off from the University of Tübingen. The young company develops and delivers services and products in the area of interactive 3-D geo-visualisation. It provides the service "3-D Weather" for BMW, which the BMW Online user can access in his vehicle, e.g. 3-D views combined with current weather data at the destination.



parkinfo.com - is a BMW initiative which offers route maps and detailed information on car parks in all German cities via the internet, mobile telephone and BMW Online. Dynamic data is delivered from 21 cities, which means that the driver is informed in his vehicle of the current number of available spaces and even of the trend in parking space availability.



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D&B - the world's leading business data provider Dun & Bradstreet delivers absolutely up-to-date facts on businesses and companies and supplies data for BMW Online in Great Britain.

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