

# BMW GROUP DIGITAL DAY.

Key highlights Roundtables “Digital Car”  
and “Connected Car & Digital Sales”.

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Dr Christoph Grote, Senior Vice President Digital Car BMW Group

Dr Peter Henrich, Senior Vice President Product Management BMW,  
Connected Company – Customer & Sales

Birgit Böhm, Senior Vice President Finance and Group Treasurer

**BMW  
GROUP**



**ROLLS-ROYCE**  
MOTOR CARS LTD





# 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.
- **8<sup>th</sup> 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).



# 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**.