

## **BMW Assist™. Life is in Motion.**

### **The virtual co-driver.**

After a crash, every second counts. For optimal response, the police must be alerted promptly and accurately, including the accident location. That's why BMW began offering vehicles with Automatic Collision Notification back in 2000. Now, more than 700,000 vehicles are in operation with this capability, representing a core BMW Assist service which has already helped ensure rapid response in more than 25,000 cases to save valuable time which, in an extreme case, may mean the difference between life and death.

As part of BMW's global ConnectedDrive initiative, BMW Assist combines GPS location technology with hands-free wireless communication. The ongoing development of services affords ever-increasing levels of mobile comfort and information access. Today, BMW Assist connects the driver with a trained response specialist any time, day or night, for help with almost anything, from an emergency situation to directions and traffic information. The BMW Assist system is designed to allow services to function regardless of whether the driver's own mobile phone is switched off or not available, as it has its own embedded phone. The system also includes Bluetooth® hands-free calling capability with speech recognition for the customer's personal handset or smartphone; aiding driver compliance with current best practices, laws and regulations.

Whether the driver uses the available services to enhance his safety and convenience, or simply wants to enjoy the raw fun of driving with an eye on the speedometer and tachometer, BMW Assist ramps up the intensity of the Ultimate Driving Machine® even further.

BMW Assist with TeleService is a key pillar of BMW Ultimate Service™: A unique and comprehensive driver enhancement program that offers unmatched value in all 2007 and later BMWs. BMW sets the OEM benchmark by including the BMW Assist Safety Plan services for 4 full years without any subscription charge to the customer and without any mileage restriction.

### **Let BMW Assist.**

For 2007 and later models, the BMW Assist Safety Plan is offered as part of Ultimate Service at no cost for 4 years from the BMW's in-service date in all vehicles equipped with the BMW Assist and Bluetooth system.

The Safety Plan includes:

Automatic Collision Notification

Emergency Request (SOS)

Enhanced Roadside Assistance

TeleService

Door Unlock

Stolen Vehicle Recovery

Customer Relations

MyInfo

### **If the worst comes to worst: Emergency Services.**

#### **Automatic Collision Notification: Help in an accident.**

Following a severe accident, the number one priority is to request the prompt and appropriate dispatch of assistance to the vehicle's location. Innovative technology from BMW helps to ensure emergency services are notified as quickly and accurately as possible. Based on the latest developments in this field, BMW Assist's Automatic Collision Notification service has been enhanced on all BMW Assist-equipped 2009 and later BMW models (except 2009 and 2010 X3).

The system is now designed to give the response center more detailed information about the type of collision and injury probability even before local emergency services are dispatched to the scene of an accident. The enhanced information can help determine the most appropriate medical assistance to dispatch as well as the most appropriate hospital or trauma center to take the injured parties.

In the event of a severe accident, the BMW Assist system automatically transmits the vehicle's location and crash data to a response specialist who identifies the vehicle in question. The response specialist communicates with the driver, if conscious, to determine the condition of all the vehicle's occupants. Meanwhile, a second response specialist contacts the appropriate Public Safety Answering Point (PSAP) to request dispatch of emergency services to the vehicle's location, based upon the transmitted GPS coordinates, crash data and any other information obtained from the driver. This information could save the rescue team valuable time and in extreme cases could mean the difference between life and death.

Since more data can help PSAPs to better understand what happens in an accident and what injuries may result, BMW Assist's enhanced Automatic Collision Notification service takes into account a wide range of available data. Sensors distributed around the vehicle shed light on the type of collision, which can then be interpreted to determine the resulting probability of injury. The deployment status of all the various restraint systems in the vehicle is ascertained, along with front seat occupancy and seat belt engagement status. This information makes it possible to identify and differentiate frontal, rear, side and multiple collisions. If a roll-over has occurred, this is also identified and reported on most 2009 and later BMW models.

This data is transmitted via the embedded wireless phone to the BMW Assist Response Center, where it is evaluated using a special algorithm jointly developed by the BMW accident research team and the William Lehman Injury Research Center (WLIRC) in Miami, Florida. The appropriate PSAP is verbally alerted of the result by the BMW Assist response specialist, so that the rescuers may be informed not only about where the accident took place and what vehicle was involved, but also about the risk of severe occupant injury. This information can help PSAPs dispatch the appropriate response vehicles and trained Emergency Medical Technicians.

#### **Emergency Request (SOS): Providing peace of mind.**

After pressing the SOS button or selecting "Emergency" on the Control Display, the vehicle's location and other important vehicle data is transmitted to the BMW Assist Response Center.

A response specialist speaks with the driver and/or passengers to determine what help is needed. The specialist will offer to request dispatch of emergency services or BMW Roadside Assistance to the vehicle's location, notify their emergency contacts, or provide emergency directions to the nearest police station or hospital. The response specialist will stay on the line until help arrives, if desired.

#### **Enhanced Roadside Assistance: Help at the touch of a button.**

In the event of a flat tire, empty gas tank or any other vehicle problem, BMW Assist links the caller to BMW Roadside Assistance at just the push of a button. The representative will coordinate dispatch of appropriate aid to the location, even if the caller doesn't know where they are.

#### **TeleService: A premium service experience.**

TeleService transmits the vehicle's service status and upcoming service needs to the driver's preferred BMW center automatically or manually upon the driver's request.

Automatic Service Request allows the driver to arrange a service appointment quickly and conveniently with no additional effort. With the help of the onboard Condition Based Service (CBS) sensors, the BMW automatically ascertains what type of service is required and when. As soon as sensors determine the need for a service involving fluids or wear components such as engine oil or brake pads, the vehicle automatically sends the relevant data to the driver's preferred BMW center. This exclusive feature allows the service department to have needed parts ordered in advance, reducing to a minimum the time the vehicle needs to spend at the workshop.

The driver is called by his BMW service advisor to schedule a convenient service appointment. The driver is also informed in advance of the amount of work required and how long it is likely to take. The workshop visit can thus be optimally fitted into the driver's schedule.

Advance planning of a service appointment also allows greater scope for individual requirements. A personal conversation between the service adviser and the driver offers an opportunity, for example, to discuss whether it would be a good idea to replace the brake pads ahead of a lengthy holiday trip.

The manual Service Request allows the driver to actively contact his preferred BMW center directly from the vehicle. A service appointment can be individually arranged for a change of tires, for example. Model-specific equipment can also be quickly and conveniently selected in this way. With manual Service Request the BMW Assist system conveys all the relevant vehicle data. When returning the driver's call, the BMW service advisor thus has all the information he requires to provide a service precisely tailored to the vehicle and its driver.

#### **Door Unlock: Access in an emergency.**

A driver is standing in front of a locked car, frantically patting all his pockets in search of the car key. Not that it's lost or left behind somewhere; somehow it has found its way into the shopping bag just locked inside the trunk. The keys may be locked in the car, but the driver is not out of luck. With Door Unlock, all it may take is a quick toll free phone call to the BMW Assist Response Center to get back behind the wheel. Once a response specialist has confirmed the subscriber's name and password, a signal is sent to the vehicle to unlock the driver's door. If any additional services are required, a response specialist will be happy to assist.

#### **Stolen Vehicle Recovery: Protecting a valuable investment.**

If the BMW is ever stolen, the subscriber notifies the BMW Assist Response Center by calling toll free immediately after filing a police report. The response center can remotely activate the BMW Assist system to locate the vehicle and help the police find and recover it. This feature may even reduce the subscriber's comprehensive insurance premium.

#### **Customer Relations: Answers within reach.**

For questions, compliments and concerns, the driver can speak to a BMW Customer Relations specialist at just the touch of a button.

#### **MyInfo.**

MyInfo allows the driver to reach a destination faster, more conveniently and safely, as it makes advanced trip planning possible. Before leaving the house or office, the driver, spouse or secretary can easily and quickly select up to 10 desired destinations from Google Maps and then make them available in the BMW. The advantage is that these destinations no longer have to be written down or printed out. Also, manually entering data into the navigation system or manually dialing a phone number is no longer needed -the address and phone number is already in the BMW's iDrive menu. Even better, MyInfo can be shared with family, friends and colleagues so that they

can send destinations, phone numbers and even notes to the vehicle while the driver is on the road.

Search for business locations and street addresses from the comfort of a home, office or Internet-connected computer or laptop. Just search for a business or street address on Google Maps (<http://maps.google.com>) and click on the "Send" link. Select "Car", then "BMW" and "North America" for BMW Assist country, then enter the e-mail address on file with BMW Assist as the BMW Assist account name. Add a personal note, if desired, then press the "Send" button – and the destination is on its way.

Once inside the BMW, simply select "MyInfo" or "Messages" under the BMW Assist menu option on the radio or iDrive display to find the desired destination(s) and associated phone number. The driver can now call the phone number directly with a Bluetooth® linked mobile phone or if equipped with the BMW Navigation system, can immediately start route guidance. At the touch of a button, the driver is on his way.

### **Your travel companion.**

Trust BMW Assist to help the driver with his busy life through the optional Convenience Plan, available to all Safety Plan subscribers. When the driver is on the road, BMW Assist Convenience Plan services provide valuable information, offering a helping hand 24/7, whenever needed.

The Convenience Plan services are:

Critical Calling

Concierge

Traffic and Weather Information

Directions

BMW Search

### **Critical Calling: Speak with friends and family in a pinch.**

Perhaps the driver forgot his mobile phone or its battery is discharged and he urgently needs to speak to a family member or colleague. Don't worry. Critical Calling allows the driver to make up to four operator-assisted calls per subscription year right from the driver's seat. Simply push the SOS button to speak with a BMW Assist response specialist, who will then connect the driver to his requested party for up to five minutes.

### **Valuable local knowledge at any time: Information Services.**

Whenever the driver chooses to contact BMW Assist 24/7, the BMW Assist system provides the current vehicle location to allow us to serve the driver's needs even better.

### **Concierge: The ultimate driving assistant.**

Want to know the best gas price in the area? A flight arrival gate or time? The best French restaurant or perhaps a four-star hotel? Day or night, BMW drivers can request specific local information at any time. Simply select the "Concierge" menu option on the radio or iDrive display for hands-free access to a professional response specialist, offering assistance with restaurant and hotel recommendations, movie times and ticket information, flight arrival and departure gates and times, fuel pricing and availability, and much more.

### **Directions with destination download: Find the way.**

For the shortest route to the nearest gas station, ATM, point of interest or street address, just select the "Concierge" menu option on the radio or iDrive display and a friendly response specialist will guide the way. The destination address and phone number of any desired point of interest can even be sent directly to the BMW Navigation system (if so equipped) for route guidance or the driver's Bluetooth linked cell phone to make the call at just the touch of a button.

### **Traffic and Weather: Know the conditions.**

Use this service to plan trips and get up-to-date information on traffic situations and weather forecasts locally or at a destination. Select the “Concierge” menu option on the radio or iDrive display and a response specialist will advise the traffic and weather conditions along the route. Take advantage of this valuable service to enhance every driving experience.

### **Google, Bloomberg and more on board: BMW Search.**

#### **BMW Search: Online access inside your BMW.**

In September 2008, BMW became the first and only auto manufacturer in the USA to offer an embedded online data connection within the vehicle.

Subscribers driving a BMW equipped with the BMW Navigation system may access “BMW Search” to find up-to-date fuel prices, news headlines, weather conditions and forecasts and major US stock indices, courtesy of Bloomberg, as well as benefit from the powerful reach of the Google Maps™ database by quickly finding a desired business with just a key word.

This unique business search identifies the current location and destination of the vehicle automatically and then displays local results with details of address, phone number and distance. For example, the subscriber can look up restaurants, hotels, service stations, banks, supermarkets, cinemas and public facilities such as schools or city halls, all by the simple use of a key word.

Also, whenever a driver or passenger wants to know the Dow Jones, S&P 500 or NASDAQ indices, BLOOMBERG provides the answer through BMW Search with constant updates right on the control display.

BMW Search keeps drivers informed not only about the closest gas station, but also about current prices at the pump for all 3 gasoline grades as well as diesel fuel to help decide the right station. Results will be displayed with details of address and distance to allow route guidance to start at just the push of a menu option. The driver can easily request a search locally or at any other location.

The BMW Search weather service provides the latest forecast for the next three days and even provides weather advisories and warnings at the current or any US location.

Access to news headlines covering US, world, sports, business and BMW topics was added in March 2010, including text-to-speech read out on 2010 and later models.

Send to Mail pinpoints the vehicle’s current location and destination and allows the subscriber to send it to a smartphone or e-mail account. Then it’s just a quick hyperlink to Google Maps for friends and family to see where the subscriber is and where he’s going.

In a nutshell, “BMW Search” is an online service providing valuable information that is always up to date and which intelligently saves time and energy associated with destination entry on today’s navigation systems.

### **Bluetooth® Hands-free Calling:**

#### **A function of your BMW Assist system.**

With Bluetooth wireless technology, the driver can place or answer calls hands-free. The driver can also browse phonebook contacts and dial numbers through the multi-function steering wheel, radio, iDrive controller or speech recognition system. All that’s needed is a BMW-recommended Bluetooth mobile phone paired to the BMW.

Whenever subscribers receive desired information in their BMW through the Concierge or MyInfo service or look up a business through BMW Search, they will be able to call the associated phone number with their Bluetooth linked phone at just the touch of a button.

**Start your vehicle and you're connected.**

The Bluetooth hands-free system will automatically connect the first of up to four paired mobile phones to the vehicle every time the driver goes for a drive. The system will transfer audio from the phone to the vehicle's speakers, while the driver can safely place and answer calls by simply using the vehicle controls and speaking normally. No wires needed.

The Bluetooth hands-free system creates a wireless connection between the mobile phone and the BMW. The driver can leave his phone in a pocket, briefcase or purse while enjoying all the benefits of hands-free calling. Optional recharging cradles are available for many popular phones, which also can enhance reception since they connect to the BMW's external antenna.

**Search and dial numbers with greater ease.**

The BMW Bluetooth hands-free system automatically downloads phonebook contacts from the mobile phone to the vehicle. Simply use the multi-function steering wheel controls, radio keys or iDrive to search and call a contact. The vehicles also offer speaker-independent voice commands for number dialing and voice tags to call contacts.

**Product Benefits: Safety.**

Many cities, counties and states make it illegal to use hand-held mobile phones while driving. With Bluetooth wireless technology, simply stow your mobile phone in the glovebox, docking cradle, in a pocket, purse or wherever it is secure. Bluetooth technology lets the driver keep both hands on the wheel and eyes on the road, while the mobile phone uses the BMW Assist system to let the driver call, answer and talk.

**Product Benefits: Convenience.**

Once the Bluetooth mobile phone has been paired with the BMW, this connection will automatically allow the driver to search his address book, dial numbers and answer the mobile phone simply by using the buttons on the steering wheel. He can speak hands-free, with the vehicle's microphone picking up his voice, and the radio speakers acting as his earphones. He can also adjust the volume by using the radio controls.

**Product Benefits: Security.**

Every Bluetooth-enabled BMW requires that a "Passkey" be entered during the pairing process. The passkey prevents unauthorized users from accessing the system. Once paired, the Bluetooth link employs a security layer to further protect against unauthorized use. Only when the BMW and the phone identify each other's signal can they create a hands-free connection. To reduce the risk of interference or interception, Bluetooth wireless technology changes the signal's frequency 1,600 times per second. The signal, which has a range of 30 feet, is also encrypted, making it unintelligible to others.

**Product Benefits: Portability.**

What if the driver is already on the mobile phone while getting into their BMW? The phone will automatically switch to hands-free mode once they get in, start the vehicle and the Bluetooth identification process is completed. Getting out of the vehicle? It works the same way, only in reverse. Just turn off the vehicle... and keep talking. In either situation, the driver can also select the phone's "transfer audio" button.

**Availability and requirements.**

The BMW Assist and Bluetooth® System is standard on all 5, 6, and 7 Series, as well as the X6 ActiveHybrid, X5 M, X6 M, M5 and M6, and is included in the Premium Package or available as a stand-alone option on all other models. The BMW Assist Safety and Convenience Plans are subscription-based services that are subject to certain limitations. Some features also require the BMW Navigation system.

- Door Unlock is available on 2008 and later X3 SAV and Z4, and all other 2007 and later models produced 9/06 and later.
- Stolen Vehicle Recovery is available on 2006 and later 7 Series produced 9/05 and later, and all other 2005 and later models produced 10/04 and later.
- TeleService is available on all 2004 and later 5 and 6 Series, 2006 and later 7 Series and 3 Series Sedans and Sports Wagon, 2007 and later X5 and 3 Series, 2008 and later X6 and 1 Series, and 2009 and later Z4. TeleService is not available on the 2010 and earlier X3 SAV.
- Customer Relations is available on 2004 and later 5, 6 and 7 Series, 2006 and later 3 Series Sedans and Sports Wagons, 2007 and later X5 and 3 Series, 2008 and later X6 and 1 Series, and 2009 and later Z4.
- MyInfo is available on 2008 and later X6 produced 4/08 and later, and all other 2009 and later models except the 2009 and 2010 X3 SAV.
- Bluetooth® Hands-free Calling is available on 2006 and later 7 Series and all other 2005 and later models produced 10/04 and later.
- Destination and phone number transfer is available on 2007 and later models produced 9/06 or later, except 2010 and earlier X3 SAV and 2007 and 2008 Z4.
- BMW Search is available on 2009 and later Z4, 1, 3 and 7 Series and 2010 and later X5, X6, 5 and 6 Series equipped with both the BMW Assist and BMW Navigation systems.

To learn more about BMW Assist, please visit [www.bmwassist.com](http://www.bmwassist.com)

**Prices and conditions.**

For 2007 and later models BMW includes the BMW Assist Safety Plan for 4 years at no additional cost from the BMW's in-service date in all vehicles equipped with the BMW Assist and Bluetooth system. BMW is the only manufacturer that offers this duration of service, as other manufacturers only include the first year or less. For 2006 and earlier models, BMW included the BMW Assist Safety Plan for 1 year. Enrollment at a BMW center is required to receive services. If enrollment is not completed within 2 months after initial retail delivery, the service is remotely deactivated.

After the BMW-paid term expires, a charge of \$199 per year applies. With one year or less BMW-paid term remaining, credit card or banking info is required to enroll. With two months or less BMW-paid term remaining, the customer must purchase a one year minimum term extension at \$199 per year to enroll. A reactivation charge may be required if service lapses.

Enrollment in the optional BMW Assist Convenience Plan is available at an additional cost of \$199 per year to all Safety Plan subscribers.

**BMW ConnectedDrive.****Joy keeps you connected.**

BMW ConnectedDrive is BMW's global initiative that comprises all offers and innovative technologies which connect passengers, vehicle and the outside world.

This unique portfolio of innovations is geared to boost the convenience, infotainment and safety experience of the driver and thus the joy of driving.

Examples:

- Concierge & MyInfo services via the BMW Assist & Bluetooth system to send address details & phone numbers to the BMW Navigation system.
- Automatic Collision Notification pinpoints the position of a vehicle and risk of severe injury to guide the appropriate response team to the accident.
- Integration of iPod and iPhone into the vehicle's operation.
- Blind spot detection, lane departure warning and Night Vision to help the driver to detect obstacles and critical situations in the darkness.

### **BMW Ultimate Service™.**

#### **\$0 Maintenance for the first 4 years or 50,000 miles**

BMW Ultimate Service is a package of premium features offered at no cost, available on all 2007 and later BMWs. This program sets the benchmark for customer support and confidence. BMW Ultimate Service, which leads the automotive industry in providing incredible value and peace of mind, includes:

#### **BMW Maintenance Program.**

One of the most comprehensive maintenance programs in its class, covering all factory-recommended maintenance, oil changes and fluid service, as well as items that need replacement due to normal wear and tear - such as brake pads and wiper blade inserts.

#### **Four years of the BMW Assist™ Safety Plan.**

Many 2007 and later models include a four-year, unlimited mileage subscription to the BMW Assist Safety Plan including TeleService and many more services.

#### **Unlimited Mileage Roadside Assistance.**

Receive Roadside Assistance 24 hours a day, 365 days a year for the first four years of ownership, without any mileage limitation.

#### **New Vehicle Limited Warranty.**

The warranty covers defects in materials or workmanship for the first four years or 50,000 miles, whichever comes first, so the owner or lessee can rest assured their BMW will perform as expected.

No other automaker provides such comprehensive benefits at absolutely no additional cost. So while other car owners will incur from several hundred to over one thousand dollars of maintenance or repair costs during the first 4 years they own their vehicles, the BMW owner or lessee typically pays nothing for the first 4 years or 50,000 miles (whichever comes first)

To learn more about BMW Ultimate Service, please visit [www.bmwusa.com/ultimateservice](http://www.bmwusa.com/ultimateservice).

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers,



97 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

[www.bmwusanews.com](http://www.bmwusanews.com)

[www.press.bmw-motorsport.com](http://www.press.bmw-motorsport.com)

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