Product Planning & Strategy Bulletin
BMW Apps (option 6NR)
February 18, 2011

Overview
In keeping with BMW's commitment to technological advancement, we are proud to announce the upcoming availability of "BMW Apps" as a factory option (6NR). As the next advancement in BMW's ConnectedDrive strategy, BMW Apps provides the ability to control specific Apps on the iPhone over the iDrive. Each time a new function is released, owners will be able to update and customize the infotainment capabilities of their vehicle simply by updating their BMW Connected App or by downloading a new BMW Certified 3rd Party App.

Price
BMW Apps will be available as a $250 option. This option includes the Smartphone Integration (option 6NF); therefore, Smartphone Integration will no longer be available as a standalone option. For full functionality the customer will also need to purchase a Snap-in Adapter as an accessory parts purchase.

Availability
- 03/11 production for all car models
- 04/11 production for all X models

Connection
To access simply connect the iPhone to the vehicle's USB port in the center console or the Media/BMW Apps Snap-in Adapter. See the Technical Requirements section below for functionality per connection method.

Features
BMW Apps is split into three new features - Apps, PlugIn and Video Playback.

Apps – lets the customer use the BMW Connected App as well as BMW certified 3rd Party Apps.
- BMW Connected App – is an app developed by BMW that contains multiple functions. It is currently available to be downloaded for free via Apple's App Store. The following features will be included at launch:

    o Web Radio – listen to 1,000's of internet radio stations from all over the world. Search for stations by genre, country or popularity to make it easy to find your desired content. This feature can also be used on the customer's iPhone when not in the vehicle.

    o Facebook and Twitter – stay connected and receive the latest status updates from your social network. Text-to-Speech functionality allows incoming messages to be read over the vehicles audio system. This feature also allows you to send pre-defined text messages relating to current vehicle information while traveling. The amount of text and functionality is limited to ensure safety and avoid driver distraction.
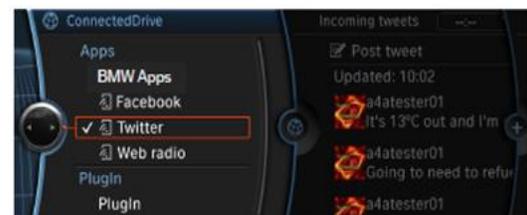
- BMW Certified 3rd Party App – is an iPhone app that is developed by another company but has been certified for use in your BMW. Announcements are forthcoming on which 3rd Party Apps will be available at launch.

PlugIn – changes the iDrive screen to the same look and feel as the iPod function on an iPhone. It allows you to take advantage of all the iPod features (Genius, album art, compiling playlists, etc) that are not available via the basic USB connection. With future iPhone software updates, new features will also be available in the car. An additional benefit comes in the way of increased interface speed.

Video Playback – enables video playback from the iPhone via the iDrive display. This function only works when the vehicle is stationary.

Ordering Requirements
The following features must be ordered to add option 6NR:
- 609 – Navigation with iDrive
- 639 – BMW Assist
- 6FL – iPod and USB adapter
- Note: For the X3, option 6NL (BMW Assist with enhanced Bluetooth and USB) is ordered instead of 639 (BMW Assist) and 6FL (iPod and USB adapter)

Technical Requirements
- iPhone: 3G, 3GS or 4
- BMW Connected App; available free of charge at Apple's App Store
- Connector:
  - Apple White Cable (or)
  - Media/BMW Apps Snap-in Adaptor – Accessory Parts Purchase (required for PlugIn and Video Playback functions only). Aftersales will release a parts bulletin in the near future regarding specific part numbers and availability.

Connection	Supported Features		
	Apps	PlugIn	Video Playback
Apple's White Cable	☑		
Media/BMW Apps Snap-in Adapter	☑	☑	☑

Note: It will not be possible to retrofit 6NR on vehicles produced prior to 03/11 (04/11 for X models).