The BMW Group has a clear vision: in the future our customers will have more options than ever before. Vehicles will be autonomous, electric and fully connected. This requires nothing less than a new definition of individual mobility, focused on the emotional experience of the customer.

On its BMW Group Future Experience Tour 2016, the company demonstrated the strength of its vision with its four VISION NEXT 100 vehicles. The new BMW 5 Series is already setting the bar for their realisation. A new era is beginning.

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| THE NEW BMW 5 SERIES |
| : Business trip: |
| on the road with |
| the BMW 5 Series |
35,000 associates in the Allianz Arena

2,000 guests in the Olympic Hall

MUNICH

Centenary Event
7 March 2016

BMW Festival
9–11 September 2016

Learn more at:
bmwgroup.com/next100
annual-report2016.bmwgroup.com
122,000 associates worldwide watched the official ceremony live.

73.1 million media contacts

1 representative panel for key news and specialist media across the German, US and UK markets.
BEIJING

5–15 May 2016

Learn more at:
bmwgroup.com/next100
annual-report2016.bmwgroup.com
19 events in 11 days

32,058 visitors and guests

4.7 million views of a national online special to mark the centenary between 5–30 May 2016 in China alone
LONDON
16–26 June 2016

18
events
in 11 days

2
world premieres
MINI and Rolls-Royce
VISION NEXT 100

36 million
media contacts

Learn more at:
bmwgroup.com/next100
annual-report2016.bmwgroup.com
17 events in 6 days
62.4 million people viewed the Facebook article about the BMW Motorrad VISION NEXT 100 posted by the online platform Mashable.
In the BMW 5 Series, mobility begins outside the vehicle. BMW Connected transforms the car into a smart device – with intelligent connectivity, seamlessly integrated into the digital life of each customer. Smartphone and vehicle data are merged, so that destinations and appointments are automatically synchronised.

Controlled by the display key, the BMW 5 Series is able to manoeuvre in and out of parking spaces.
Success means having exactly the characteristics that are wanted at any given time. Elegance, for example. Stylistic confidence. Sporty dynamic and a determination not to let anything stand in your way.

All of these things can be found in the new BMW 5 Series – a business sedan that has inspired customers worldwide since 1972. Almost eight million people had bought a BMW 5 Series by the end of 2016. Today, the new BMW 5 Series continues to set the standard for those on the road to success. In their daily business and beyond.

Once BMW Connected Onboard has seamlessly transferred destination and estimated time of arrival from a smartphone to the navigation system, the journey can begin.
It is easy to keep track of where you need to be in the BMW 5 Series, thanks to ConnectedDrive Services. Travel time can be used for important discussions, as prep time or simply for relaxing.

With a busy schedule, it can be difficult to get from one appointment to the next as fast as you would like. What could be better than turning seemingly lost time into real time gains? Staying flexible, even when traffic isn’t moving?

When traffic grinds to a halt, why not let the BMW traffic jam assistant take over? It helps the driver change lanes and maintains a safe distance.
Where to next? Appointments, driving route and all important data about the next destination at a glance.
Where does a business trip end and pure driving pleasure begin? Hard to say, when you’re driving the sportiest business sedan in its class.

A new era of sheer driving pleasure: the BMW 5 Series combines state-of-the-art technology with that classic BMW feeling. Weighing up to 100 kilograms less than its predecessor, with a redesigned chassis, low centre of gravity and BMW’s renowned even axle load distribution, the BMW 5 Series is a true business athlete. Relevant information remains visible at all times in the Head-Up Display. This guarantees a sporty ride – and ensures the driver arrives safe and relaxed at their final destination.
Many vehicle functions in the BMW 5 Series can be controlled by hand gestures.

**BMW OPERATING OPTIONS**
- iDrive Controller
- Voice command
- Gesture control
- Touchscreen

**BMW CONNECTED ONBOARD**
- Personalised start screen
- Next navigation destinations
- Personal mobility agenda
- Seamless smartphone connectivity
- Remote 3D view
Focused on where you need to be: the BMW 5 Series makes being on the road unbelievably easy. Vehicle functions can be operated as usual with the iDrive Controller, or using voice, touchscreen or gesture control. The driver just has to wave a hand to accept a phone call or adjust the audio volume, for example. Still have questions? The BMW Concierge Service can find and reserve hotels and restaurants and provide information on special destinations.

All of this is so intuitive the only question remaining is: Why isn’t everything in life this easy to operate?