



Presse-Information

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New BMW 7-Series Augmented by New ATX Telematics Technology

New Applications on European Models Lead Global Pursuit toward Fully Networked Cars

DÜSSELDORF, GERMANY, November 15, 2008 – With the recent launch of its new 7-Series, BMW has established a new standard for combining automotive luxury and technology, particularly as it relates to connecting drivers. With more than a decade of collaboration with BMW in Europe, ATX Group, the world's largest telematics services provider, will provide drivers extended capability to access and download Web-based information to vehicles as well as the ability to remotely unlock or lock a vehicle's door, turn on its headlights and activate its ventilation system.

The enhancement to BMW's ConnectedDrive portal via the world's first embedded, in-vehicle XHTML Web browser will enable BMW drivers to pull multiple routes from their personal portal (maintained by ATX) and download them to their car via a USB memory device or an online connection to their in-vehicle navigation screen. BMW drivers will also be able to enhance the navigation to their selected points of interest by receiving online information, which ATX retrieves through Google Maps access.

With remote activation capability, BMW drivers can contact a response specialist in ATX's BMW telematics response center to request remote locking (or unlocking) of their vehicle's doors. This feature will be valuable to BMW owners who have inadvertently locked their cars with the key inside, or for customers who in a rush to get somewhere suddenly realize they may have left their car unlocked.

In some 2009 BMW models, drivers will be able to request for an ATX response specialist to ventilate their vehicle interior in hot temperatures or warm it during cold temperatures prior to their arrival at their vehicle. The ATX response specialist can also remotely flash the vehicle's headlights, which is particularly useful to a vehicle owner trying to locate a car he or she parked in an unfamiliar area or large parking lot.

Availability of content has also become an important differentiator, particularly when drivers gain access to the right information at the right moment. The new BMW series will offer additional content through AMEX cash terminals (for Germany and Austria), the AMEX Oasis service (offering restaurant recommendations on more than 800 restaurants in Germany), and MichelinSend2Car for more extensive and qualitative information about restaurants and hotels.

In addition, service areas for BMW Assist will become more Pan-European. In addition to the initial five countries where service has been available (Austria, France, Germany, Italy and Switzerland), BMW drivers in Europe will have complete in-language coverage for several BMW Assist services (including eCall) in the following additional countries: Andorra, Belgium, Lichtenstein, Luxembourg, Monaco, Netherlands and Spain.

BMW Remote Services capabilities are available on new 7-, 6-, 5-, 3- and 1-Series models. The new BMW ConnectedDrive route download and Point of Interest enhancement capability, as well as the extended European coverage of BMW Assist, will be available on new series models equipped with BMW's new navigation head unit.

"We want to provide our customers with the best in-vehicle services in the market and with the launch of the 7-Series, we've given them the first real Web browser dedicated for safe use in the vehicle," said Reinhard Jurk, telematics manager for BMW AG in Munich.

"Expanding services on a more Pan-European level is a consequent step that BMW and ATX are taking to offer BMW drivers safety and comfort more widely in Europe."

“ATX is dedicated to continually leveraging telematics technology to improve the driving experience for BMW drivers in Europe,” added Arnaud de Meulemeester, managing director of ATX Europe.

ABOUT ATX:

With operations in Dallas-Fort Worth, Texas, and Düsseldorf, Germany, ATX is one of the world’s leading providers of customized telematics services to global automobile manufacturers. ATX services, among the first to be launched in the consumer vehicle market back in 1996, are provided to vehicle owners through the brand names of its customers: BMW, PSA Peugeot Citroën, Mercedes-Benz, Maybach, and Rolls-Royce Motor Cars.

Services by ATX provide enhanced safety, security and driving convenience to vehicle owners, and include location-specific emergency and roadside assistance, automatic collision notification, stolen vehicle recovery, remote diagnostics, and real-time traffic and navigation assistance. ATX also customizes services to help automobile manufacturers and their affiliated dealerships use telematics data and multiple customer contact channels to reduce costs, enhance vehicle servicing, and more closely manage customer relationships.

ATX is a wholly owned subsidiary of Cross Country Automotive Services (www.crosscountry-auto.com), of Medford, Mass.

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