

BMW DIGITAL PREMIUM.

BMW Digital Premium offers BMW owners access to an expanded BMW ConnectedDrive Store equipped with BMW ConnectedDrive upgrades. Owners can access premium, advanced digital services and ever-evolving, exclusive content in a flexible and easy way. All offers are bookable through My BMW Garage, My BMW app and in-car ConnectedDrive Store. BMW Digital Premium keeps you up-to-date with all your favorite vehicle apps and content with regular app updates. Digital Premium is available for purchase as either a monthly or annual subscription. Please note that subscriptions and certain features or services may not be available in all states.

WHAT'S AVAILABLE WITH BMW DIGITAL PREMIUM?

BMW MAPS

Enhanced, personalized and convenient navigation experience with enriched content and visuals. Traffic alerts, colorful real time traffic visualization and improved landmark visuals are just some of the enhancements.

ENTERTAINMENT AND APPS

The new in-vehicle BMW ConnectedDrive Store offers you seamless access to numerous apps perfectly integrated into your BMW. Audio and video content is available through BMW apps and many popular 3rd party apps. Gaming is even supported via AirConsole (expected to launch late 2023).

INDIVIDUALIZATION

Individualization features provide additional comfort and a more personal experience. BMW Intelligent Personal Assistant is improved with icons and customizable visuals in the vehicle. Learned driver habits, e.g. Automated Window as geo-based routine enhance the comfort even further.

Also, an enhanced My Modes enables the driver to precisely customize the interior ambience. In addition to the standard Personal, Sport and Efficient modes, BMW Digital Premium comes with Expressive, Relax and Digital Art Mode.

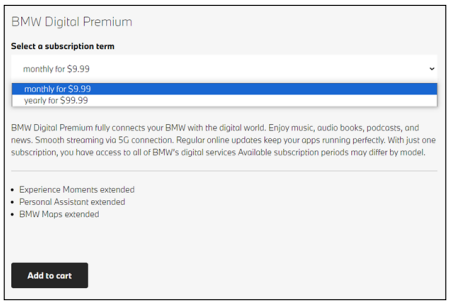


PURCHASING DIGITAL PREMIUM IN MY BMW GARAGE.

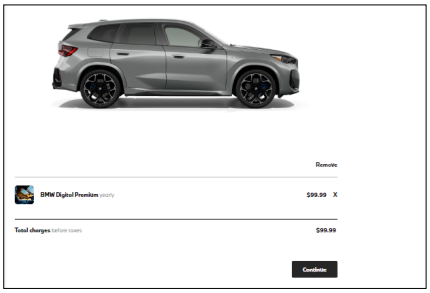
BMW Digital Premium is available for purchase with a mapped vehicle using the ConnectedDrive Store within My BMW Garage. Once purchased, Digital Premium will then install in the vehicle and is available for purchase as either a monthly or annual auto-renewing subscription.

Subscribing to Digital Premium

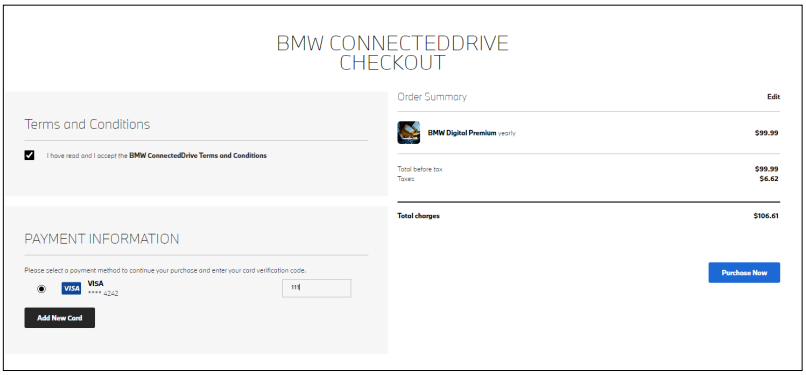
1. Log into My BMW Garage using BMW ID. Then in the **Vehicle Profile** section select **Shop BMW ConnectedDrive.**
2. Select **BMW Digital Premium** and confirm subscription term from the dropbox option. Select the **Add to cart** button.



3. If necessary fill out **Contact Information and Payment Information** in the shopping cart. Confirm purchase by selecting **Continue**.



4. Press **Purchase Now** to complete the order. Digital Premium will soon be available in the vehicle.





SUBSCRIBING TO DIGITAL PREMIUM IN-CAR.

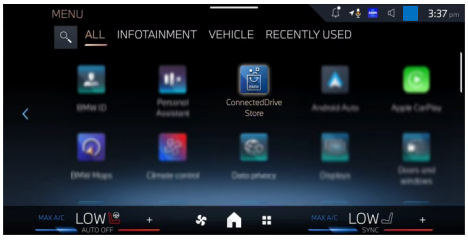
A BMW Digital Premium subscription can be purchased via in-car ConnectedDrive Store for BMW vehicles equipped with Operating System 9.

Subscribing to Digital Premium

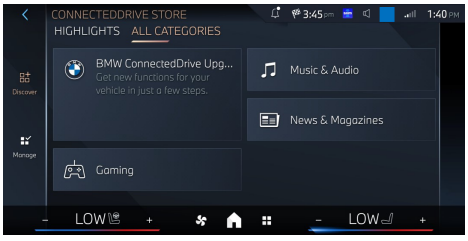
To complete an in-car purchase, a valid payment method must be set up and enabled in My BMW Garage. For more information refer to the FAQs at the end of this document.

1. Log into BMW vehicle using BMW ID.
2. Select **MENU > CONNECTEDDRIVE STORE**. Then select **ALL CATEGORIES** and confirm by selecting the **BMW ConnectedDrive Upgrades** tile.
3. This menu details available Digital Premium services and those to which you are currently subscribed. Select "**From $9.99/Month**" to begin the subscription process.
4. Confirm monthly or annual subscription to Digital Premium and follow the prompts to complete the purchase.

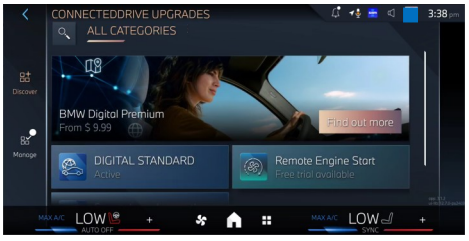
Step 2



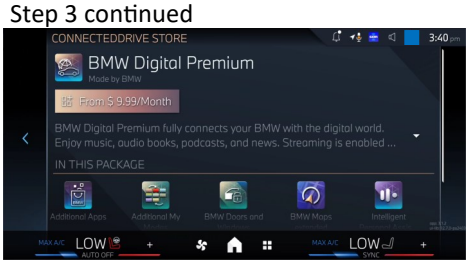
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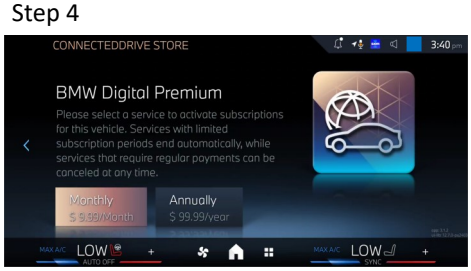
Step 3



Step 3 continued



Step 4





FREQUENTLY ASKED QUESTIONS.

1. Can I test the BMW Digital Premium offer before purchasing a subscription?

   On Operating System 9 vehicles, there is an included 3-month trial, from the vehicle's original in-service date of retail of vehicle, where you can test all BMW Digital Premium features.

2. What additional functions do I get with BMW Digital Premium?

   Digital Premium upgrades your vehicle with various smart and practical features, including enhanced maps, expanded entertainment and apps options, and individualization.

3. What does the BMW Digital Premium offer cost?

   BMW Digital Premium is available as a monthly or yearly auto-renewing subscription. On suitably equipped vehicles, the pricing for Digital Premium can be found by visiting the ConnectedDrive Store either in the vehicle, via the My BMW App, or within My BMW Garage (mygarage.bmwusa.com).

4. If my BMW Digital Premium subscription is canceled, will I lose my Digital Premium apps data?

   Once the subscription to Digital Premium is canceled and any remaining time in the subscription is used, downloaded apps will no longer appear. However, the app data is still stored in the vehicle and associated to the BMW ID. If a Digital Premium subscription is restarted later with that same BMW ID, the previous apps and app data will become available again.

5. Can I purchase Digital Premium while my trial is still active?

   Yes. Within 14 days of the trial expiring, Digital Premium is available for purchase in the ConnectedDrive Store.

6. How can I purchase Digital Premium?

   BMW Digital Premium can be purchased in the ConnectedDrive Store either in-vehicle, by visiting My Garage, or via the My BMW app. To enable in-vehicle purchases, a credit card needs to be linked to the same BMW ID used in the vehicle. To do this, log into My Garage and navigate to "Manage My Payments" within the "Vehicle Profile" page. Ensure the preferred credit card is set to "In-Car Enabled."

