



Smart Home Meets Smart Mobility. **BMW and Bosch Smart Home start a joint campaign.**

- **Apple CarPlay gives BMW drivers access to connected Bosch Smart Home devices via the Apple HomeKit. All important functions can also be controlled via the voice assistants, Google Assistant and Amazon Alexa.**
- **The joint campaign by BMW and Bosch highlights the benefits of the established third-party voice assistants in the BMW i4 M50.**

Munich. BMW drivers are able to control their Bosch Smart Home easily, safely and conveniently via the integration of Apple CarPlay and the Siri voice assistant while driving. With the new BMW operating system 8 in the i4, drivers can simply say "Hey Siri" to activate the digital voice assistant. For the first time it is no longer necessary to press the microphone button on the steering wheel. A joint campaign by Bosch and BMW shows the clever connection between Smart Home and the Digital Car, which links intelligent home and digital mobility. Access to Bosch Smart Home devices is also possible using the voice assistant called Google Assistant in Android Auto and the Amazon Alexa Car Integration.

With Apple's HomeKit and Apple CarPlay, lights or temperatures can be adjusted seamlessly and intelligently, and the status of doors and windows can be checked. "We are pleased to be able to show solutions in our joint campaign with Bosch that make life easier. In addition to the driving experience, the focus of our customers is increasingly on the BMW digital ecosystem. Our aim is to provide convenient and reliable access to your Smart Home devices and functions while in the vehicle", says Stephan Durach, SVP Connected Company Development, Technical Operations.

The campaign focuses on comfort and safety for BMW drivers with Smart Home control.

The benefits of the integration of Apple CarPlay in the BMW vehicle and the corresponding access to Bosch Smart Home products are made clear in the "Living the smart life" campaign. In four different short films, three friends get into their BMW i4 and drive off. After a short while, the flatmates ask themselves in different scenarios whether their blinds at home are closed, the lights are switched off or the alarm system is active. Instead of going back to look, they ask Siri via Apple CarPlay.

Siri does not only respond to commands, but also to questions. For example, flatmate Audrey asks the following question in the clips: "Hey Siri, are all the windows at home

closed?" The films illustrate how easily and conveniently Bosch Smart Home devices can be controlled via the integration of Apple CarPlay in the BMW vehicle and how everyday routines can be performed easily while driving - almost as if you were at home.

"The smart solutions from Bosch Smart Home are designed to make everyday life easier for our customers at all levels," says Christian Thess, Managing Director of Bosch Smart Home. "We are pleased to have the option of Apple CarPlay control via Siri. BMW drivers can thus conveniently access their homes using familiar voice commands and easily ensure a higher level of security and sustainability in their own homes while on the move."

The control fits seamlessly into their mobility and brings further benefits. Users with Smart Homes thus act more sustainably, as they can disconnect unused devices from the power supply while they are absent. They also have access to security-relevant features at all times and can thus protect their home ideally.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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About Robert Bosch Smart Home

The Robert Bosch Smart Home GmbH was founded as a wholly-owned subsidiary of the Robert Bosch GmbH. Based in Stuttgart-Vaihingen, the company offers intelligent solutions for retail customers who desire a networked home from a single source. Bosch Smart Home simplifies the life at home by unobtrusively controlling routine activities in the background. It offers greater comfort, convenience, security and energy efficiency.

More information is available at www.bosch-smarthome.com.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

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