



Media information  
18.01.2023

### **Stadium atmosphere in the 7 series: BMW is the first car manufacturer to test Bundesliga football content in an international pilot application.**

+++ Selected content from the Bundesliga on the BMW Curved Display in the new BMW 7 Series already from next match day +++

**Munich.** The BMW Group and "DFL Deutsche Fußball Liga" announced today, that BMW is the first car manufacturer to test Bundesliga content in a vehicle in a pilot application. Selected content from the Bundesliga – Germany's top football league – will be made available via an app on the BMW Curved Display. The Bundesliga in-car App will be delivered over-the-air to the new BMW 7 Series and is initially available in Germany. Other countries will follow shortly in the regions of Europe, America and Asia. The offer can also be rolled out to future newly launched models. The pilot is initially scheduled to run until 31.3.2024.

In the interests of occupant safety, the video content in the Bundesliga in-car app will only be available to watch while the vehicle is stationary. The test focuses on on-demand content such as highlight formats or match data, but also selected live content, specifically tailored for use in the vehicle. When the vehicle is moving, it will be possible to listen to an audio stream of the contents. With the start of the test, the Bundesliga In-Car App will be continuously improved.

In order to use the Bundesliga app's video streaming functionality, the customer must have first activated the Personal eSIM in their vehicle. The antennae installed in the vehicle will then enable them to enjoy high-speed 5G football streaming via their personal mobile contract.

In the event of enquiries please contact:

#### **BMW Group Corporate Communications**

**Company** Bayerische Motoren Werke  
Aktiengesellschaft

**Telephone** +49 89 382-0

**Postal address** BMW AG  
80788 München

**Internet** [www.bmwgroup.com](http://www.bmwgroup.com)



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Martin Tholund, Press Spokesperson Digital Car, Digital Products and Services, Technology Partnerships, Software  
BMW Group Design, Innovations and Digital Car Communications  
Telephone: +49-151-601-77126  
E-mail: [Martin.Tholund@bmwgroup.com](mailto:Martin.Tholund@bmwgroup.com)

Christophe Koenig, Head of BMW Group IT, Digital and Driving Experience Communications  
BMW Group Design, Innovations and Digital Car Communications  
Telephone: +49-89-382-56097  
E-mail: [Christophe.Koenig@bmwgroup.com](mailto:Christophe.Koenig@bmwgroup.com)

Internet: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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