



Media Information  
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## **BMW Canada announces BlackBerry address book integration.** Canada becomes first market worldwide to offer address book functionality.

**Whitby.** BMW Canada announced today that all 2006 BMW models from September 2005 production equipped with BMW Assist (Bluetooth® technology) are now capable of full address book integration with the BlackBerry® 8700 Series™ from Research In Motion (RIM). The integration with BMW vehicles provides customers with the ability to pair their BlackBerry device with their BMW, download the address book and place calls through on-board vehicle controls or voice-activation. BMW is the first automaker to provide BlackBerry users the additional address book pairing capability and Canadian BMW owners become the first in the world to benefit from this functionality.

This is a significant step forward in convenience for BlackBerry users to be able to safely execute hands-free phone calls while driving. The BlackBerry device can simply remain in the owner's briefcase, holster or glovebox until required when exiting the vehicle. The newly launched BlackBerry 8700 Series is the first to offer address book pairing functionality with BMW vehicles in Canada. Other BlackBerry models with Bluetooth functionality will also operate with BMW Assist, with address book integration becoming available through a free software upgrade to BlackBerry handheld code v4.1 in early 2006. Customers can check with their wireless carrier for availability.

Customers can easily integrate their BlackBerry device with the BMW vehicle through a one-time Bluetooth pairing to establish the connection. The pairing takes only minutes, depending on address book size, after which, BlackBerry owners can enjoy several integration features including:

- Complete BlackBerry address book access from iDrive or the Multifunction Steering Wheel, depending on vehicle specifications.
- Call activation via manual address book scrolling and selection.
- Call activation using the iDrive controller, steering wheel buttons or by voice command.
- The ability to pair BlackBerry devices with multiple BMW vehicles.
- The ability to pair up to four BlackBerry devices with a single BMW vehicle (limited to using one device at a time).

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“As an industry leader in technological innovations that not only enhance the driving experience, but also provide premium levels of safety, comfort and convenience, BMW is once again breaking new ground,” stated Lindsay Duffield, President and CEO, BMW Group Canada. “We are thrilled that our development of this integration in conjunction with RIM, a Canadian business success story, will provide Canadian BMW and BlackBerry owners with a world first.”

“BMW and BlackBerry are two high performance brands with customer bases that obviously overlap. We are very pleased to see BMW support BlackBerry handsets and further enhance usability through BMW's on-board controls,” said Mike Lazaridis, President and Co-CEO at Research In Motion.



BMW Canada, BMW AG and Research In Motion have worked together closely to integrate the BlackBerry address book and phone functionality with BMW's on-board controls. This collaboration continues BMW's commitment to vehicle-based Bluetooth technology embraced years ago:

- In late 2002 BMW became the world's first automaker to introduce Bluetooth in the automobile.
- Since Autumn 2004, Bluetooth technology has also been fully compatible with the BMW Assist telematics service in Canada. BMW Assist provides BMW customers with 24-hour access to Emergency and Roadside Assistance and Global Positioning (GPS) wireless vehicle locating technology.
- BMW Assist is now available on all Canadian BMW models, as standard equipment on 5 Series, 6 Series, 7 Series and X5 4.8is, and optional on 3 Series, Z4, X3, X5 3.0i, X5 4.4i (\$1,100).

This most recent collaboration to integrate BlackBerry devices with BMW onboard systems signals BMW's continuing leadership in the innovative, safe and practical application of technology.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 38 BMW automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

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