

# BMW and MINI apps enhance EV ownership experience

16-Aug-2024 10:35 GMT

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**S&P Global**

Supply Chain and Technology, Automotive

**The latest update introduced a series of features designed to produce a seamless route-planning experience when switching between vehicle and app**

The BMW Group has introduced the latest updates in the My BMW App and MINI App, which are integral to owners of BMW and MINI brand vehicles. According to a press release by the German automaker, the latest update introduced a series of features designed to produce a seamless route-planning experience when switching between vehicle and app. It allows owners to set options such as avoiding motorways, ferries or toll roads, and these settings are always automatically synchronized in both directions.



*Source: Getty Images/metamorworks*

In addition, the My BMW and MINI App with charge optimized route planning for electric vehicles now allows owners to add individual charging stops. These are then synchronized with the vehicle. The app notifies the user of facilities near charging stations such as restaurants, cafes, banks and supermarkets with complete details.

Moreover, EV drivers can select and manage charging tariffs from a large number of charging service providers in the app's new Charging Wallet. When an EV driver selects a charging station, the applicable price for the selected charging tariff is shown, depending on availability, allowing the driver to select the cheapest charging service provider.

The My BMW App and MINI App have a broad user base with 13 million global customers. They offer a comprehensive suite of functionalities, including remote control of the vehicle, navigation, access to services, maintenance management and emergency assistance. The apps also support seamless integration with BMW or MINI Digital Key Plus for executing prestored maneuvers and parking functions remotely.

Overall, these apps represent BMW Group's commitment to enhancing the digital experience for BMW and MINI owners, simplifying the transition to EVs, and providing a convenient, connected interface for managing and interacting with their vehicles.

To encourage transition to EVs, the My BMW App offers innovative tools such as the Electric Vehicle Analysis function. This feature helps customers in determining how an all-electric BMW would fit into their lifestyle by simulating their personal driving habits using data from their current combustion engine BMW. The simulation requires at least 200 journeys and a distance of 2,000 kilometers to provide insights into the number of journeys that could be made on a single charge with an EV, aiming to alleviate common concerns around EV range and practicality.

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