

The impact of Modern Technology on BMW



The Impact of Modern Technology on BMW

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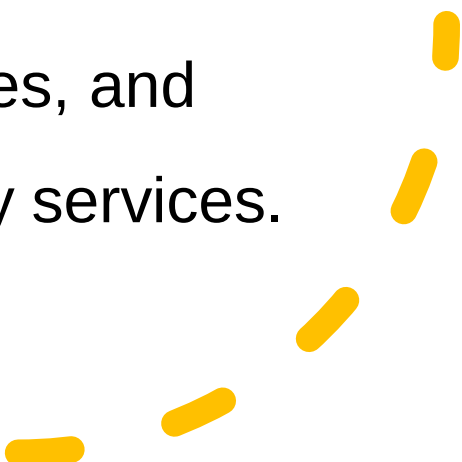
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INTRODUCTION

The special fascination of the BMW Group not only lies in its products and technology, but also in the company's history, written by inventors, pioneers and brilliant designers. Today, the BMW Group, with its 31 production and assembly facilities in 15 countries as well as a global sales network, is the world's leading manufacturer of premium automobiles and motorcycles, and provider of premium financial mobility services.



HISTORY

- The official founding date of the German motor vehicle manufacturer BMW is 7 March 1916, when an aircraft engine manufacturer called Bayerische Flugzeugwerke AG was formed. This company was renamed to Bayerische Motoren Werke (BMW) in 1922. However the name BMW (which in GERMAN appears as Rapp Motorenwerke).
- Following the end of World War I, BMW remained in business by producing motorcycle engines, farm equipment, household items and railway brakes.
- In 1923 company produces it's first motorcycle, BMW R 32



- In 1930s, BMW expanded its range into sports cars and larger luxury cars.
- In 1952, BMW resumed car production in Bavaria with the BMW 501 luxury saloon.
- In 1962, introduction of the BMW NEW CLASS compact Sedans was the beginning of BMW's reputation.
- In 1972, the BMW 5 Series mid-size sedan range was introduced
- In 1994 , the company purchased the Rover Group, However in 2000, BMW sold off most of the Rover brands.
- The first hybrid BMW was the 2010 BMW active Hybrid 7
- BMW's first electric car was the BMW i3 city car, which was released in 2013.



Aims and Objectives

- *To be profitable and to enhance long term value*

BMW's Visions

- *To be the most successful premium manufacturer in the industry (Histesh, 2013)*

BMW's Core Values

- *“responsibility, appreciation, transparency, trust, and openness”*



The Modern Technology introduced to Help:



1

New innovation
improve quality of
production process

2

Modern technology
Opens up new
opportunity for
Design and efficiency
in production (Haidar,
2020).

3

It's helps to inventions
and developments

4

It's innovating for the
next generation of
drivers





The impact of technology to improve efficiency BMW

Autonomous Driving:

The engineers of BMW group are working on Automatic driving. The technology gives a wide range of chance to work on it according to customers safety, comfort & efficiency (Haidar, 2020)



Connectivity:

The engineers is used to technology to connect cars, drivers and their surrounding though apps .



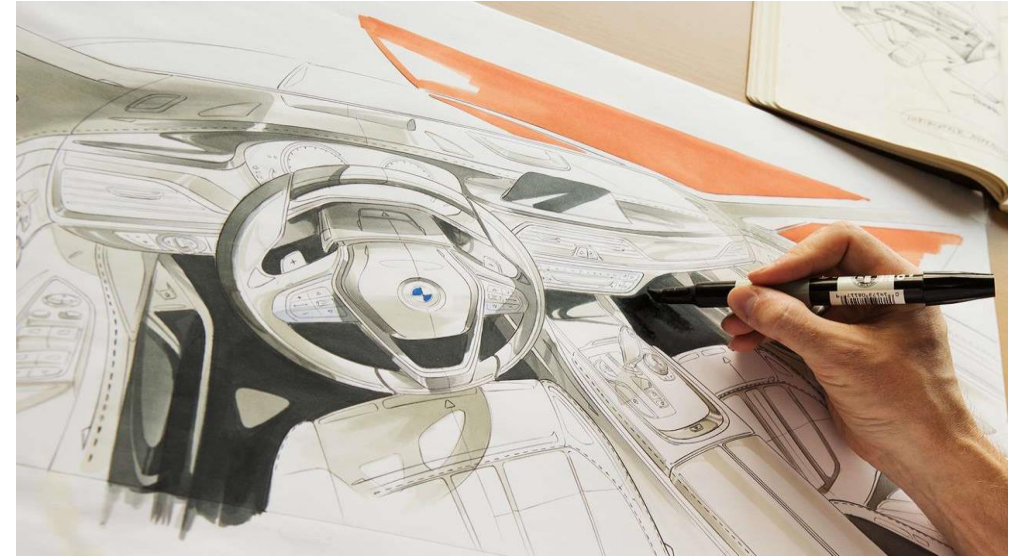
Efficiency and Electro Mobility:

Sustainability is the main thinking for the BMW group since early 1970s (Næss & Tjørndal, 2021). Since then the company always try to develop their production be innovative with using modern technology. The result is to see are efficiency and that is electro-mobility.



Concepts:

- ✓ By using technology they create innovative concepts and design.



Mobility services:

- ✓ By using technology BMW ensure standards quality with dynamic performance in mobility services.



Challenges before introducing Modern Technology

- Safety Belts
- Brakes
- Tires
- Steering
- Headlights
- Back up cameras
- Missing air bags



BMW SAFETY

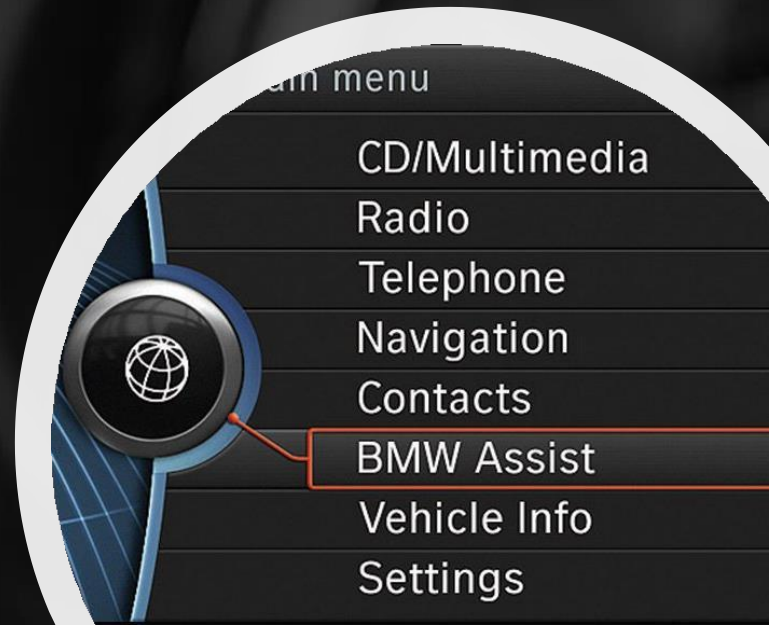
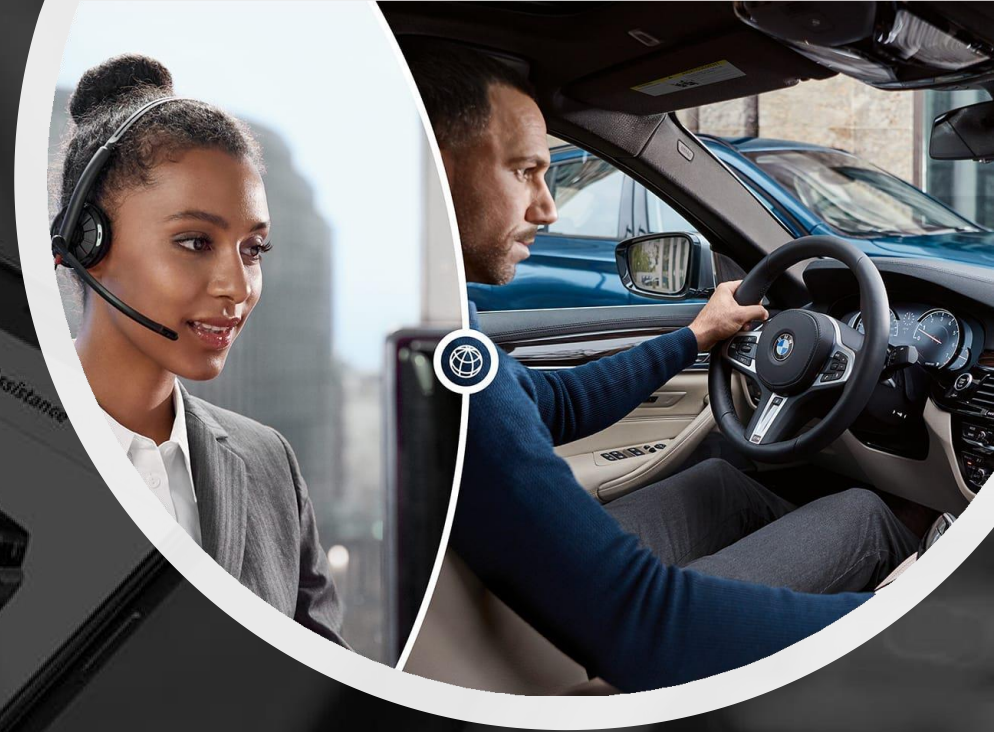
The brand is known for offering advanced safety features, and this one of the reasons drivers choose this luxury brand. BMW vehicles are equipped to keep you and whoever is with you safe, no matter where you travel. A BMW vehicle will reduce your risk of collision and prevent injuries if the worst occurs.



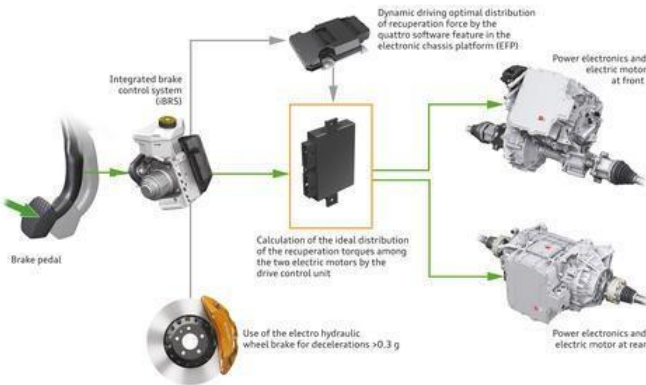
BMW ASSIST

Also known as **MINI ASSIST** is a telematic roadside assistance service, that provides turn-by-turn directions, remote unlocking, vehicle diagnostics, airbag deployment notification, theft recovery and towing or flat tire repair.

This equipment relies on advanced technology to ensure that no matter the car is located, a response specialist will be there to help the driver and the passengers.



Brake recuperation with the integrated brake control system (IBRS)



The Safety Drivers Can Trust

- **Electronic Damper Control**
- **Dynamic Stability Control**
- **Automatic Stability Control**

By combining all of these features, BMW is able to offer drivers a range of safe and reliable vehicles that can prevent accidents and protect you if a collision does occur.

Insights of Modern Technology

- Advanced Driver Assist Systems
- Automatic Emergency Braking
- Connected Mobile Apps/Digital Key
- Teen Driver Technology
- Exit Warning to Protect Cyclists



- Wireless Smartphone Charging
- 360-Degree Camera
- Video Rear View Mirror



- Stolen Vehicle Tracking Software
- Blind Spot View Monitoring

BMW Integrate Amazon Alexa

- Amazon and BMW announced that the Alexa personal assistant will be integrated in BMW Operating System 5, 6 or 7 starting from March 2021 (Heights, 2020)
- Get directions, call a friend, play music or Audible content, check the news, and more while you're on the go
- Check your battery charge status
- Unlock your car using the PIN
- Activate climate control



Conclusions

- One of the most valuable automotive brands in the world
- Geographically diversified revenue streams
- Successful partnership in China
- Perfect engineering and excellent driving experience
- Competence in hybrid and electric cars
- Clear strategy to meet the future challenges and trends

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