



BMW Leads the Way in High-Tech Auto Features:

Telematics, digital entertainment, and driver assist score high according to TRG

MINNETONKA, MN, April 4, 2005 – Of all auto brands sold in North America, BMW is the leader at putting high-tech features, such as Advanced Driver Assist into its cars, according to Telematics Research Group (TRG).

The TRG Automotive Technology Index measures the availability of key telematics, infotainment and driver assist technologies across a brand's current vehicle lineup. It is based on 30 criteria representing six categories of vehicle technology. The Driver Assist Category consists of park assist, night vision, adaptive cruise control, headup display and lane departure warning systems.

"BMW has been a technology leader for many years, as it is part of the brand's positioning," says Phil Magney, principal analyst for TRG. "Ever since the introduction of the iDrive, BMW has been a proponent of advanced technology."

On an overall basis, Mercedes-Benz ranks just behind BMW having recently released its 2007 S-Class, a standout for most technologies. Other notable findings show that Cadillac ranks 3rd overall, ahead of premium brands including Infiniti, Lexus, Rover, Audi, and Acura.

While Infiniti and Lexus come in at 4th and 5th overall, they rank 2nd and 3rd in the Driver Assist categories, as expected. The attached bar chart shows select brands and their relative technology deployment rank. Luxury brands score the highest because they have the greatest availability of new technologies and advanced electronics features.

http://www.telematicsresearch.com/imageArchive/Technology_Index.JPG

About TRG:

TRG (Telematics Research Group, Inc.) tracks and analyzes the automotive telematics, infotainment, and driver assist categories. TRG maintains regional and global market forecasts for telematics, navigation, driver assist and mobile telemetry. TRG market intelligence is used by leading automotive and electronics suppliers worldwide.

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