

**BMW announces digital radio in cars from May 2011 (1-Apr-11)**

BMW Australia today announced that it would be the first manufacturer in Australia to offer DAB+ as an option, with availability on 5 Series and 7 Series from May, and the new 6 Series upon launch.

DAB+, available in capital cities Sydney, Melbourne, Adelaide, Brisbane and Perth, offers listeners the ability to tune into all existing commercial, ABC and SBS stations in digital quality plus a wide range of new digital only stations with crystal-clear digital audio quality.

DAB+ will allow drivers to view additional information such as track and artist details whilst the music is playing; news headlines; weather information and more.

BMW Group Managing Director Phil Horton said BMW has built its reputation in Australia being the pioneer of exciting new infotainment technologies.

"BMW ConnectedDrive showcases BMW's philosophy for enriching driving experience with the most cutting edge in-car technologies available today."

The option will cost between \$900 - \$950 on all 7 Series and 5 Series Touring and Sedan.

For further information on DAB+ availability, please refer to [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)

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\*Manufacturer's Recommended List Price is shown and includes GST and Luxury Car Tax (LCT) but excludes dealer charges, stamp duty, statutory charges and on-road charges which are additional and vary between dealers and States/Territories. Customers are advised to contact their nearest BMW dealer for all pricing inquiries.

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