Spotify The Difference With Mini

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- Spotify is the world's largest music streaming service, offering users access to over 20 million songs
- MINI Connected App integration allows in-car browsing by genre, artist, album and track
- Simply download the Spotify App and rock out on the move

We all know that the new MINI rocks, but now there's even more for music-loving MINI fans to be jazzed about with the introduction of Spotify to the brand's roster of third-party App integration.

Spotify is the world's biggest music streaming service with over 20 million songs available to be transferred into personalized playlists. MINI drivers can now access this bank of tunes from their dashboard (via an App on their iPhone) opening up a whole new world of audio excitement on the move.

Simply download the free Spotify App from the Apple App Store, plug in your iPhone to the MINI Connected system, and then browse the massive musical archive by genre, artist, album and track. You can also check out the latest album artwork on screen and create your own bespoke playlists. No premium service subscription is required for in-car access.

The car must be fitted with the MINI Visual Boost Radio and MINI Connected or the MINI Media Pack. The integration of the App inside the vehicle's operating system is handled through the customer's Apple iPhone (minimum of iPhone 4s + iOS7).

This new MINI Connected-ready App once again demonstrates the seemingly limitless capabilities of the unique MINI infotainment system. With Apps developed by third-party providers and designed especially for use in the MINI, the range of Apps available is continually expanding.

Apps available now for MINI owners include a wide spectrum of services such as Go-Pro, JustPark, Glympse, AUPEO!, Stitcher, Deezer, Audible, Napster, TuneIn and the Amazon Cloud Player. Then there are the services built into the MINI Connected system such as a web radio and RSS news feeds as well as social media including Facebook, Twitter and foursquare. Online search and functions exclusive to MINI such as Driving Excitement, Mission Control, Dynamic Music and MINIMALISM are also available, as well as the new MINI Connected XL Journey Mate for interactive travel planning and support for Real Time Traffic Radar.

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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