

MOBILE

## BMW connects families through in-car app integration

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*Life360 app*

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By NANCY BUCKLEY

German automaker BMW is appealing to families with the assimilation of the location-sharing application Life360 into its vehicles.

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**Luxury Daily**

Life360 offers families the opportunity to stay connected at all times and the presence of the app within BMW cars will allow drivers to drive to a member's location with BMW ConnectedDrive. By monitoring digital and mobile trends brands such as BMW are able to connect with consumers on a more personal level.

"Life 360 is a perfect match with our existing portfolio of BMW Group certified apps," said Silke Brigl, spokesperson at **BMW Group** connected drive, Munich, Germany. "It is very important for us to focus on families. We just launched the new BMW 2 series Gran Tourer which is a great car for families. So it is a logical consequence to also add family apps to our ConnectedDrive portfolio."

Staying together remotely

Life360 "brings you closer when you're apart." The app allows families to know when they make it to certain locations, enabling messaging, check-ins and alerts to be sent privately.

Over 50 millions families use the Life360 app to stay connected.

With BMW ConnectedDrive, now families can call within the app through their vehicles and the car's navigation can direct the driver to a specific location.

The concept will help those parents trying to pick up their kids from a friend's house or practice but uncertain about the location. Also, the in-vehicle calling will allow families to stay within one application while communicating.

Life360 will be added to the line-up of apps available through ConnectedDrive such as n-tv, Spotify, Amazon Music, Audible and GoPro.

Embedded Video: <https://www.youtube.com/embed/NYnBaFXfBOI>

### *Life360 video*

To use the app, a live Bluetooth connection between the phone and the car is required.

Life360 is certified for use in BMW and Mini cars with Apple's iPhone and can be downloaded for free from the Apple App Store.



### *Life360 through ConnectedDrive*

In March 2013, BMW i Ventures, the venture capital company of BMW Group, made an investment in Life360. This year, the app was integrated in the BMW i3 and will now be in all vehicles with ConnectedDrive.

"We know to avoid distractions when driving, but it is inevitable that our mobile devices will travel with us in our vehicles.," said Melody Adhami, president and COO of **Plastic Mobile**, a Havas Company, Toronto.

"As families become increasingly reliant on their mobile devices for navigation and communication brands need to step in and recognize the opportunity being presented," she said. "BMW has done exactly this by adhering to the mobile needs of their consumers through the integration of Life360 in both BMW and MINI car line ups."

### *Continual updates*

The continual updates to BMW's ConnectedDrive likely keeps consumers intrigued with the in-car technology.

BMW has been fine-tuning its in-car navigation system with mobile enhancements that enable a more seamless experience.

The ConnectedDrive technology transfers data over the air through a mobile SIM card which eliminates the need for license charges, transmission costs and follow-up manual installments. Brands dedicated to innovative technology should not overlook the fundamentals, such as a navigation system, which win over consumers on a day-to-day basis ([see story](#)).

German automaker BMW then updated its ConnectedDrive technology that was introduced last year as an in-car navigation system with mobile components.

The update allows consumers to shop in the BMW ConnectedDrive store that will allow consumers to plan trips and at home and access it within their BMW. The new feature will intrigue those consumers already familiar with ConnectedDrive and will create a better omnichannel experience for owners ([see story](#)).

"In-car applications and in-car-connectivity are transforming the way drivers interact with their car(s)," Ms. Adhami said. "BMW's Apps for Automotive interface offers a more connected and seamless experience for drivers.

"Soon we will see car dashboards take on more smartphone and tablet capabilities, truly embodying a mobile device," she said. "I think in the next few years we will see many apps enhance every aspect of the driving experience; ensuring that features such as voice recognition and other in-car technologies are integrated into the mobile experience."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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