

AUTOMOTIVE

BMW promotes connectivity with intelligent cockpit redesign

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Image credit: BMW

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German automaker BMW is improving connectivity between drivers and their vehicles by introducing an Intelligent Personal Assistant as part of its revamped cockpit.

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The updated BMW Cockpit will be found in the new BMW X5, BMW 8 Series, BMW Z4 and BMW 3 Series. In-car technology and connectivity is increasingly becoming a draw for car shoppers.

Hey BMW

BMW introduced the iDrive Controller back in 2001, but this is one of the most significant updates for the system.

The new user interface has display customization options, including combining 2D and 3D graphics with animation. By providing relevant information, the system will keep the driver's focus on the driving situation at hand.

With Info Display, drivers can also see a map showing the vehicle's current location. Fuel consumption, average speed and engine speed are also displayed.

Drivers can engage with the BMW Intelligent Personal Assistant by saying "Hey BMW." The automaker plans to continuously update the system to better benefit drivers.

Auto tech

Consumer satisfaction with new-vehicle technology has improved, but automakers need to be keen about what features drivers use the most to make the wisest investments of their efforts.

According to the [J.D. Power 2018 U.S. Tech Experience Index \(TXI\) Study](#), navigation and voice recognition are among the most popular technologies used by drivers, but they are more likely to use their smartphones for those features than in-vehicle touchpoints. Automakers should instead focus on technology they alone can provide, though adoption of these advanced features varies widely among car manufacturers ([see story](#)).

BMW has recently hinted at new capabilities for its all-electric i3 in a video promoting a simple but fulfilling lifestyle.

Electric vehicles have become more appealing to luxury buyers, but brands need to continue to show drivers how these models combine innovation and power. As more luxury automakers begin to introduce their own EVs, it is important for BMW to continue to improve its models and demonstrate these advances to consumers ([see story](#)).

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