



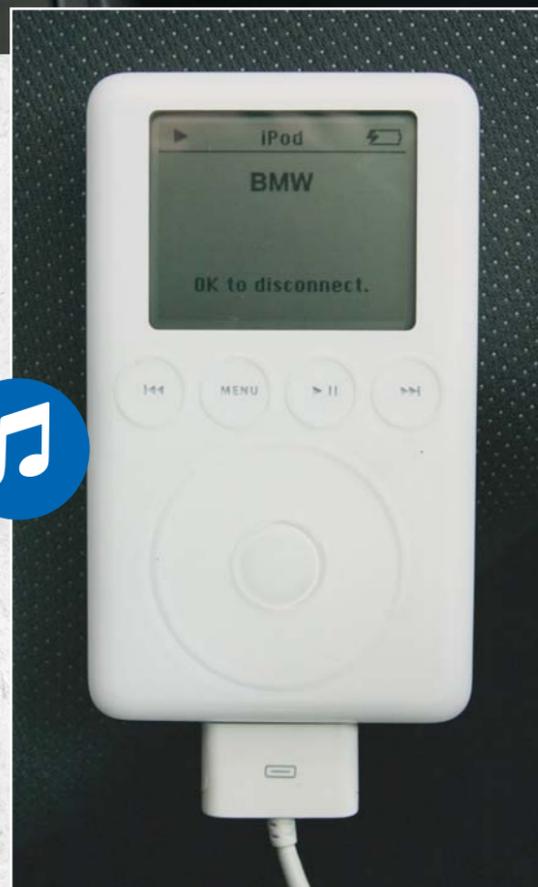
IPOD YOUR BMW: THE WORLD'S FIRST INTEGRATION OF IPOD AND CAR AUDIO SYSTEM

Apple Computer and BMW have announced the debut of the BMW iPod Adapter, the world's first seamless integration between iPod and a vehicle audio system. The new system allows users to incorporate their iPods directly into their car's sound system, enabling them to connect with music in their automobiles like never before. Now, iPod enthusiasts can bring their entire music collections with them, plug directly and effortlessly into a superior sound system, while maintaining uncompromised control over their driving experience. The BMW 3 Series, Z4 Roadster, X3 and X5 Sports Activity Vehicles and MINI customers will be able to enjoy the new BMW iPod Adapter.

"Apple and BMW have outpaced the industry around the innovation curve," said Steve Jobs, Apple CEO. "This elegant solution enables auto enthusiasts to carry with them and enjoy their entire music collection everywhere they go, heightening their ultimate driving experience."

"With Apple, we're bringing the ultimate seamless digital music experience to our customers," said Tom Purves, Chairman and CEO, BMW (US). "The BMW iPod Adapter provides our drivers with virtually endless miles of music without their hands ever leaving the steering wheel."

The seamless integration of iPod lets drivers to control their music through their



existing audio system and the multi-function steering wheel. The BMW iPod Adapter enables drivers to easily access their entire music library, shuffle songs, skip between tracks and adjust volume—all with no loss of sound quality or driving control. Drivers can also create up to five unique "BMW playlists" to listen to while on the road. The BMW iPod Adapter integrates Apple's iPod and iPod mini through a direct connection in the BMW or MINI Cooper glovebox, so the iPod is protected out of view.

Available in both Mac® and Windows versions, iPod and iPod mini work effortlessly with Apple's iTunes® Music Store*, the world's number one digital music service, and the iTunes digital music jukebox software for seamlessly buying, managing and listening to digital music collections. iPod is available in a 15GB, 20GB model, and a 40GB model that can hold 10,000 songs. iPod and iPod mini use Apple's patent pending Auto-Sync technology that automatically downloads an entire digital music library and keeps it up-to-date whenever either unit is plugged into a Mac® or Windows computer.

PRICING & AVAILABILITY

The BMW iPod Adapter is \$149.00 plus installation cost, and is available for customers to purchase at BMW centers as of July 12, 2004 for 2002, 2003 and 2004 BMW models: X3, X5, Z4 and 3 Series. The MINI Adapters will be available later this summer. Any specific application restrictions are listed online. Installation is performed by authorized BMW and MINI centers only. iPod mini and iPod for Mac and Windows is sold separately, and is available in the US through the online Apple Store, Apple's retail stores and Apple Authorized Resellers. The iPod mini is available for a suggested retail price of \$249; the 15GB through 40GB iPods are available for \$299-499.

ONLINE RESOURCES

For comprehensive information on the BMW iPod Adapter, visit the dedicated website at www.ipodyourbmw.com. For more information on the Apple iPod, to purchase directly from the online Apple Store or to locate an Apple retail store or reseller, log on to www.apple.com. ■