

BMW DRIVER ASSISTANCE L2 (++).

INNOVATION 



Freude am Fahren

ASSISTANCE

CONTROLLABILITY

TRENDSETTER WITHOUT FOLLOWING A TREND IN L2 (++).



SMART.

Best of two worlds:

cutting-edge AI-algorithms for perception and planning.

Safety proven rule-based algorithms for final decision-making process.



SYMBIOTIC.

Seamless assistance:

keep driver intuitively engaged when needed.

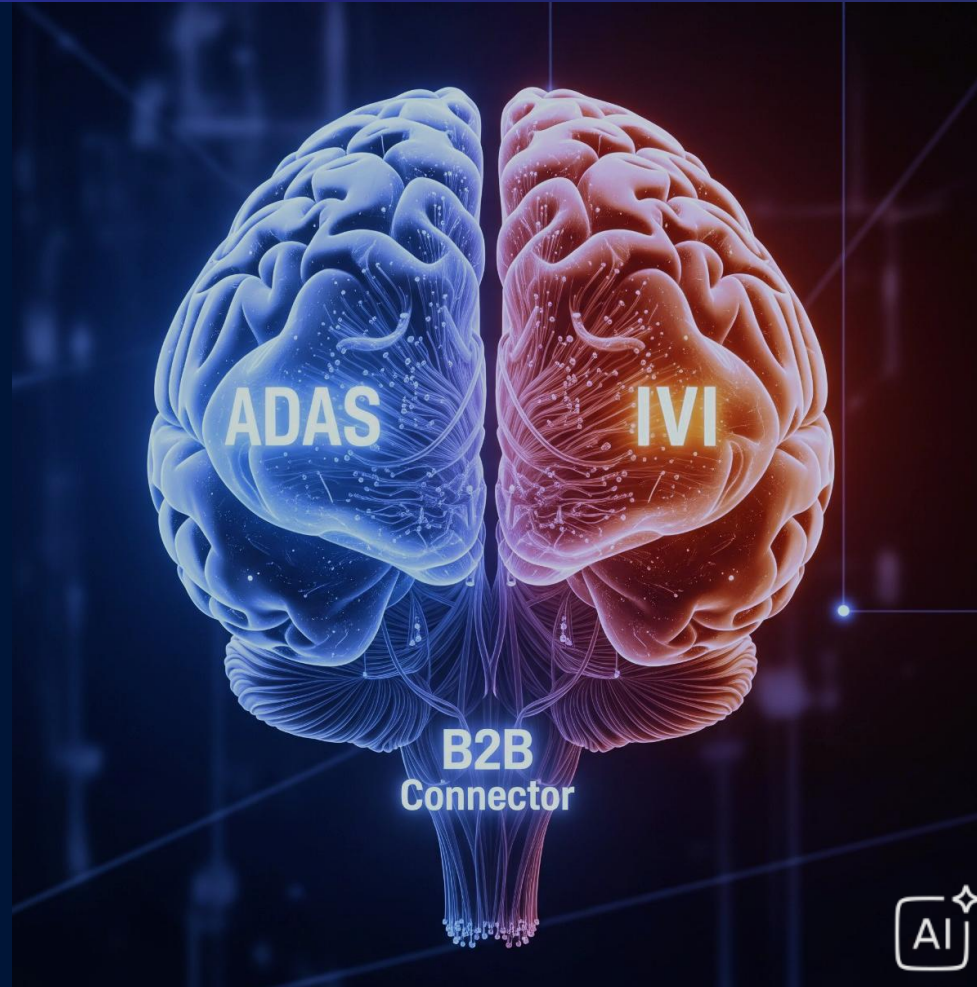


SAFE.

Pioneering ADAS

innovation for 20+ years:
never compromising safety.

CREATE CROSS-FUNCTIONAL CONNECTED INTELLIGENCE.



BOTH DOMAINS WILL BE CLOSELY INTEGRATED, ACTING AS ONE UNIT: SMART | SYMBIOTIC | SAFE