NVIDIA GPUs to Be the Infotainment Centerpiece Across BMW's Next-Generation of Cars

From the 7 Series to the Mini Cooper, NVIDIA Powers BMW State-of-the-Art Graphics, Enabling Focus on Safer, More Enjoyable Driving

LAS VEGAS, NV -- **CES 2011 --** BMW of North America and NVIDIA today announced a partnership that puts NVIDIA® GPUs in navigation and vehicle-information systems across all next-generation BMW cars worldwide.

NVIDIA GPUs will power BMW's in-car navigation systems to deliver vivid graphics with detailed terrain models, landmarks and a stunning new interface. NVIDIA processors will be found throughout BMW's range of models, including the 7-Series, 5-Series, 3-Series, Mini Cooper line and X-Series of sports activity vehicles.

BMW's iDrive will feature high resolution visuals, real-time traffic reporting and navigation information. iDrive is the intelligent control concept that makes it intuitively simple to use a BMW's in-car features. Its ability to clearly show the most relevant details and make anticipatory decisions to assist the driver will allow BMW owners to drive more safely and focus on the joy of driving.

Highlights / Key Facts:

- Powered by NVIDIA GPUs, the BMW iDrive system provides:
  - Visually rich, next-generation user interface
  - Advanced state-of-the-art graphics for navigation and vehicle-information systems
  - High resolution display (1280x600)
  - Fast user-interface response time
- At CES 2011, see a sneak preview of the BMW 5-Series, showcasing the very latest graphics technologies at NVIDIA's outdoor exhibit -- Central Plaza booth # CP7.

Quotes:

- "A year ago we had a vision to deliver the most advanced intuitive state-of-the-art navigation system. In our quest for superior graphics performance, no one came close to what NVIDIA brings to the table. Our partnership represents the beginning of an exciting new phase for BMW drivers."
  - Elmar Frickenstein, Executive Vice President Electrics/Electronics and Driving Experience Environment at BMW

- "BMW has built their reputation on creating the ultimate driving experience. They are taking that to an entirely new level with NVIDIA GPUs."
  - Dan Vivoli, Senior Vice President at NVIDIA

Useful Links:
www.bmwusa.com
www.nvidia.com
http://www.nvidia.com/object/tegra_automotive.html

Tags / Keywords:
BMW, NVIDIA, Tegra, infotainment, automotive, CES, navigation

About NVIDIA
NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and portable media players to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,600 patents worldwide, including ones covering designs and insights that are essential to modern computing. For more information, see www.nvidia.com.

BMW Group In America
BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6

Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 100 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Certain statements in this press release including, but not limited to statements as to: the partnership between BMW and NVIDIA; the benefits, features and impact of NVIDIA GPUS; the impact of NVIDIA GPUs on the BMW iDrive system; and the effects of the company's patents on modern computing are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of faster or more efficient technology; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-Q for the fiscal period ended October 31, 2010. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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