

Media Information

July 15<sup>th</sup>, 2025**In China and for China: BMW Group partners with Momena to set the benchmark for Smart, Safe and Symbiotic Automated Driving.**

**+++ BMW Group and Momena: industry leading partners join forces**  
**+++ BMWs product offer in China will benefit from both companies**  
**experience and expertise +++ Further strengthening of BMWs China**  
**footprint +++**

**Munich/Beijing.** BMW Group is expanding its footprint in China's digital innovation landscape with a new partnership focused exclusively on the Chinese market.

In collaboration with Momena, a leading Chinese ADAS technology provider, BMW will co-develop advanced driver assistance solutions specifically for the BMW product portfolio offered in China – starting with Neue Klasse.

The cooperation builds on the BMW driving philosophy, combining Intelligent Interaction, Control and ADAS for the maximum benefit of the driver in all situations.

Dr. Mihir Ayoubi, Senior Vice President, Driving Experience, BMW Group:  
"This collaboration of partners sharing the same mindset, will enable us to offer our customers in China a very unique automated driving experience. We are combining 20+ years of pioneering safety with locally trained driving knowledge and state of the art Chinese AI technology."

Sean Green, President and CEO of BMW Group Region China, adds:  
"This expands BMW's collaboration with Chinese tech players from digital ecosystems and AI based user interaction into the realm of the ADAS domain."

The focus of the partnership is software development and integration specifically for Chinese road-networks, traffic-conditions and user expectations, utilising advanced AI algorithms and data driven development methods.

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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