

## **The Weather Company Collaborates with Leading Luxury Automobile Manufacturer to Provide Drivers with Hyperlocal Weather Information**

### **Current Conditions and Forecasts Now Easily Accessible in Vehicles Across North America**

**ATLANTA, GA - 22 Mar 2017:** The Weather Company, an IBM Business (NYSE: [IBM](#)) announced today that BMW Group now features weather data provided by The Weather Company within their ConnectedDrive systems in vehicles across North America. This collaboration provides drivers with deeper insight on weather conditions to help them make informed decisions on how to get from one place to the next safely and efficiently.

Onboard weather information has been available in BMW vehicles for over five years; however, since October of 2016, most navigation-equipped BMW vehicles across North America include weather information provided by The Weather Company's consumer brand, The Weather Channel. This information includes current conditions, daily weather overviews and five-day forecast information, as well as a weather widget displaying forecasted high and low temperatures for the current day and next three days.

Leveraging its robust IoT platform – which is one of the largest IoT networks in the world – as well as weather data from national meteorological agencies, and over 800 other data sources, The Weather Company generates hyperlocal forecasts for 2.2 billion locations every 15 minutes, bringing an unparalleled level of weather data and providing drivers with the most relevant and reliable weather information possible.

“Weather is one of the biggest influences on our daily lives, and certainly informs our decisions and experiences while driving,” said Cameron Clayton, General Manager, The Weather Company. “Leveraging the power of the Internet of Things and working with BMW North America allows us to further our mission to help keep people safe and informed by providing millions of drivers with convenient access to the most accurate, precise, real-time weather information possible. Within its ConnectedDrive system, BMW provides engaging and connected experiences for drivers and we’re incredibly honored to be part of that experience.”

BMW Group has a longstanding reputation as one of the most well-respected and innovative automakers in the industry. With this agreement, The Weather Channel brings to BMW North America its rich history of forecast accuracy, precision and superior weather information, to help millions of drivers travel confidently and safely.

### **The Weather Company, an IBM Business**

The Weather Company, an IBM Business, is the world's largest private weather enterprise, helping people make informed decisions – and take action – in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel ([weather.com](#)) and Weather Underground ([wunderground.com](#)).

The company delivers up to 40 billion forecasts daily. Its products include a top weather app on all major mobile platforms globally, the world's largest network of personal weather stations, a top-20 U.S. website, the

seventh most data-rich site in the world, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business. For more, visit [theweathercompany.com](http://theweathercompany.com).

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