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## [Apple iPhone Integration in BMWs. Or Volkswagen...?](#)

*Who will be the first automobile manufacturer to integrate the iPhone?*

Auto manufacturers have manifested a growing interest in integrating Apple's new device, the iPhone. AutoSpies sources say BMW will announce first multi-level connectivity with the iPhone in the future version of the high-end 7-Series Sedan. Details were scarce in the AutoSpies report, but what they did mention is that the presumed integration will go beyond "just BlueTooth". Later this summer, BMW will announce the updated 2008 7-Series models and we've only got to wait and see whether they say anything about iPhone integration concerning this model. Just last summer, when car-iPod integration was the next big thing, Apple agreed with Ford, GM and Mazda to see that 70 percent of their 2007 model vehicles offer some type of direct connectivity to iPods. Those at Gizmodo, on the other hand, say that VW is more likely to offer iPhone integration first. They have had "a track record of working closely with Apple on their iPod products", says Jason Chen. Others are also skeptical about BMW being the first to integrate the iPhone in their automobiles. They haven't worked so closely with Apple before and VW is indeed more likely to be the first in this direction, says the team at TechZo. They also say the picture of the new board AutoSpies provides couldn't be accurate, since it doesn't match on bit the current 7-Series Dashboard. The iPhone was officially announced at the Macworld Conference & Expo in January by Steve Jobs. It will first be available in the US, starting this June. iPhone is a mobile phone with additional features for camera, multimedia playing and web browsing. It's a touch-screen device with virtual keyboard and buttons. The iPhone is priced starting at 500 US dollars. Photo credit AutoSpies