

Media Information

22 March 2018

The BMW X2 Hunt.

Challenge yourself to win an exclusive Driving Experience in Munich, Germany.

Singapore. The BMW X2 is coming to Singapore and unlike ever before, BMW Asia has decided to bring the newest member of the BMW X family to the public so they can explore the car OUTSIDE of the showroom.

The first time the public will be able to feast their eyes on the First-ever BMW X2 will be on Saturday, 24 March at the Spartan Sprint at Palawan Green in Sentosa. Given the BMW X2 is the most rebellious and extroverted member of the BMW X family, it was befitting for BMW Asia to partner with Spartan Race Singapore for this latest launch.

BMW Asia is also organizing the “Be the One Who Dares Hunt” where the Grand Prize is an exclusive BMW X2 Driving Experience for 2 in Germany.

Simply sign up on the microsite (www.bmwX2onthehunt.com.sg) and check out the infographic below for more information.

#BMW X2
#OnTheHunt
#BeTheOneWhoDares



If you choose to take **Path 1** for the hunt, below are key dates to remember:

DATE	ACTIVITY
24 March	Check out the BMW X2 at the Spartan Sprint on Sentosa.
24 March	Registration opens for the BMW X2 Hunt.
28 March & 31 March	Check out the BMW Singapore Facebook page for clues to the first mystery showcase location.
3 April - 5 April	Check out the BMW X2 at the first mystery showcase location.
7 April & 10 April	Check out the BMW Singapore Facebook page for clues to the second mystery showcase location.
12 April - 13 April	Check out the BMW X2 at the second mystery showcase location.
Saturday, 21 April	Finale Party.

If you choose to take **Path 2** for the hunt, below are key dates to remember:

DATE	ACTIVITY
24 March	Registration opens for the BMW X2 Hunt.
From 2 April	Visit the microsite to unveil the first clue to the final hunt location.
From 9 April	Visit the microsite to unveil the second clue to the final hunt location.
From Monday, 16 April	Visit the microsite to unveil the third and last clue to the final hunt location.
Saturday, 21 April	Finale Party.

-End-

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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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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