

Media Information

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BMW Group Canada Celebrates Marvel Studios' Black Widow with Virtual Racing Experience "Operation M Drive" takes Digitalized Driving to the Next Level

Richmond Hill, ON. Since the launch of Marvel Studios' highly regarded "Black Widow" film, BMW fans have been thrilled to watch the brand's X3 and 2 Series Gran Coupé perform action-packed stunts alongside some of Hollywood's biggest stars. In this unique virtual gaming experience, participants will have the chance to put their own performance driving skills to the test while controlling a BMW M4 Cabriolet from the comfort of home.

The "Operation M Drive" virtual racing experience is open to the public at Toronto's eclectic Stackt market, located downtown at Front and Bathurst street between July 20th and August 15th. Much like Marvel Studios' Black Widow theatre and Disney+ Premier Access viewing offerings, Operation M Drive is accessible both at-home via an interactive online platform, and in-person through bookings for an enhanced, in-vehicle virtual game play. The experience features a BMW M4 Cabriolet vehicle placed on an interactive platform that is situated in front of a panoramic screen. The vehicle platform itself is 100 per cent controlled by the participant, enabling their choice of speed and turns. Best of all, participants are rewarded for their high scores through a built-in contest component.

The digital innovation of Operation M Drive falls in line with the BMW brand's approach to embracing digitalization throughout the production cycle and customer experience. "Virtual reality spaces like Operation M Drive allow us to visualize our vehicles from players' homes, in previously unthinkable environments," stated Andrew Scott, Director of BMW Brand Management, BMW Group Canada. "The BMW Group is the first carmaker to implement a mixed-reality system created entirely using components from the gaming industry in vehicle development. We will soon see these benefits in the upcoming BMW iX; the first BMW vehicle to have been developed using gaming technology."

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The Operation M Drive experience is available to access virtually from all Canadian provinces. Register at www.BMWOperationMDrive.ca to reserve your virtual spot behind the wheel, and for your chance to win one of five prizes available.

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About Marvel Studios' "Black Widow"

In Marvel Studios' action-packed spy thriller "Black Widow," Natasha Romanoff aka Black Widow confronts the darker parts of her ledger when a dangerous conspiracy with ties to her past arises. Pursued by a force that will stop at nothing to bring her down, Natasha must deal with her history as a spy and the broken relationships left in her wake long before she became an Avenger. Scarlett Johansson reprises her role as Natasha/Black Widow, Florence Pugh stars as Yelena, David Harbour portrays Alexei/The Red Guardian, and Rachel Weisz is Melina. Directed by Cate Shortland and produced by Kevin Feige. Experience Marvel Studios' Black Widow in theatres now or order it on Disney+ with Premier Access. Additional fee required.

BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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