



Media Information  
BMW Esports  
27th September 2021

### **Finale in the BMW Motorrad Esports Challenge 2021: Showdown at Portimão brings gamers and BMW Motorrad WorldSBK riders together virtually.**

- **The BMW Motorrad Esports Challenge features gamers from all around the world competing in individual time trials on the virtual BMW M 1000 RR.**
- **The FIM Superbike World Championship will be in action simultaneously on the same circuit of Portimão (Portugal) with the BMW Motorrad WorldSBK riders.**
- **In RIDE 4, gamers will compete to record the best lap time in the Weekly Challenge and have the chance to win some attractive prizes.**

**Munich. The BMW Motorrad Esports Challenge is approaching its final round in 2021 and has a very special highlight in store from 27th September. The RIDE 4 racing game provides motorbike and gaming fans from all over the world with the opportunity to compete against one another and win some attractive prizes. They can also compare their personal best times with those recorded by the riders in the FIM Superbike World Championship, who will be racing at almost precisely the same time on the same circuit, the Autodromo Internacional do Algarve in Portimão, Portugal.**

BMW Esports is bringing the digital and real motorbike worlds together to round off the BMW Motorrad Esports Challenge 2021. For the third and final time this year, gamers from all around the world have the opportunity to prove their abilities on the virtual BMW M 1000 RR. After events at the British Donington Park circuit and at Suzuka in Japan, the finale of the BMW Motorrad Esports Challenge is now taking participants to Portimão.

Whoever posts one of the ten fastest lap times in the RIDE 4 game, which is available on numerous gaming consoles (Playstation 4/5, Xbox One/Series X/S) and on Steam, can look forward to attractive prizes such as a high-quality motorbike helmet. The next Weekly Challenge starts on 27th September and



participants may compete as often as they like until 3rd October. The gamers will be able to make use of the top model from BMW Motorrad, the BMW M 1000 RR.

The same bike is also in action in the FIM Superbike World Championship. The final round of the BMW Motorrad Esports Challenge 2021 includes a special incentive. This time, the gamers and the BMW Motorrad WorldSBK riders will be competing on the same circuit, the Autodromo Internacional do Algarve in Portimão. This allows everyone taking part to compare their personal lap times with those of the top riders in the WorldSBK, and maybe even to do better than them.

To take part in the third round of the BMW Motorrad Esports Challenge, all you have to do is get a copy of RIDE 4 and register on the website, free of charge: <https://www.motorsport.bmw-motorrad.com/en/fanzone/esports-challenge/overview.html>

The winners of the first two Weekly Challenges came from China and Germany.

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### **Media Website.**

[www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)



### **BMW Esports on the Web.**

Instagram: [www.instagram.com/bmwesports](https://www.instagram.com/bmwesports)

Twitter: [www.twitter.com/bmwesports](https://www.twitter.com/bmwesports)

Discord: [www.discord.gg/bmwesports](https://www.discord.gg/bmwesports)

### **About BMW Esports.**

BMW has been collaborating with five of the world's best teams as a partner in the classic League of Legends game since 2020. Cloud 9, FNATIC, FunPlus Phoenix, G2 Esports and T1 fly the BMW colours in the biggest events in the industry. The highlight of the first collaborative season in 2020 was the Worlds, in which G2 esports and FNATIC made it to the knock-out stage of the finals in the battle of the world's best teams. G2 Esports even made it to the semi-final. The Dota 2 specialists OG Esport are a new addition to the 'United in Rivalry' squad as of 2021. The involvement in Esports gives BMW completely new touch points with a dynamic, rapidly growing community; making Esports an important future field for BMW marketing activities. BMW has prominent representatives in sim racing as well, and has integrated BMW SIM Racing into its racing programme as a standalone pillar. The BMW SIM Cups attract the world's best sim racers, who do battle for wins, titles and attractive cash prizes in virtual BMW racing cars. BMW SIM Racing teams are taking part for the first time in 2021. BS+COMPETITION, G2 Esports, Team GB and Team Redline represent BMW on various simulation platforms.

### **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 15 countries; the company has a global sales network in more than 140 countries. In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees. The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.