



Media Information
16 April 2020

“United in Rivalry” – BMW teams up with world’s leading esports teams.

- **Partnership with five of the world’s leading teams under the mottoes “United in Rivalry” and “United at Home”.**
- **Multidimensional involvement in top-level gaming**
- **Promoting the discipline through technology transfer; use of BMW knowledge and expertise**
- **Team vehicles include unique liveries designed jointly by BMW and the teams**

Munich. The BMW brand is currently engaged in a major expansion of its involvement in the world of computer, online and simulation games (esports), a field that’s been continuously growing in popularity, especially among the next-generation target group. As far back as 2017, BMW first attracted attention in the world of virtual sports as the official partner of the European League of Legends finals in Paris. And by 2019 and the successful SIM Racing season concluded by the BMW SIM LIVE premiere at BMW Welt in Munich, BMW had firmly moved into being a major player in esports. But above all, the BMW brand now supports some of the most influential and successful esports teams and strives to promote the esports discipline as a whole.

The esports sector has maintained stellar growth rates for years. More and more gamers from a wide variety of countries compete online in both sports and non-sports simulations – as well as in popular offline events held all over the globe.

“Esports shows us how sports entertainment can continue to thrive and play a key role considering today’s challenges. Our entry into esports is motivated by a commitment to become a sustainable, global partner, supporting the teams and the discipline as a whole, before, during and after these times of uncertainty,” says **Jens Thiemer, Senior Vice President Customer and Brand BMW.** “Joining forces with the best teams in the world, we aim to use our design and innovation skills to help shape the discipline in the long term. Our esports involvement is an important milestone providing, for the first time, a new intersectionality with a dynamic and fast-growing community. We consider esports a promising, growing addition to our marketing activities, helping BMW on its journey to becoming an emotive brand people relate to.”

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-56097

Internet
www.bmwgroup.com

BMW

Corporate Communications

Media Information

Date 16 April 2020

Topic “United in Rivalry” – BMW teams up with world’s leading esports teams.

Page 2

BMW partners five of the most successful esports teams.

To firmly establish itself as a new major player in esports, BMW will from now on partner five of the world’s top esports organisations. Cloud 9 (US), Fnatic (UK), Funplus Phoenix (China), G2 Esports (Germany) and T1 (South Korea) each comprise up to 200 players battling it out above all in the incomparable League of Legends. Launched in late 2009, this fantasy multi-player game is without doubt the most popular and influential online game around, with a daily total of up to eight million players from all over the world logged in concurrently. To innumerable fans, League of Legends (LoL) is the premier esports category. Last year’s LoL World Championship Finals in the AccorHotels Arena in Paris attracted an online audience of approx. 44 million fans worldwide viewing the live stream at home. On top of that, there are also other disciplines such as Dota 2, FIFA, Fortnite or Rocket League that the teams compete in all over the world, in tournaments of comparable size that will also be supported and promoted by BMW. The BMW brand will not only act as a strong sponsor for these top teams but also as a powerful partner to introduce the esports discipline to an even wider audience. “Our long-term goal is to grow our team portfolio into true household names within the general sports and entertainment industry,” says Jens Thiemer.

We are “United in Rivalry” and “United at Home”.

The teams’ competitive spirit and their historic rivalries have always been part of the esports scene’s lore. At the same time the teams share a boundless passion for gaming and related activities. This is what “United in Rivalry” stands for, even more so in these present times of uncertainty and global challenges. As part of the partnership with BMW and in line with esports’ culture, the teams will challenge and try to outdo each other prior to tournaments, using the #unitedinrivalry hashtag on channels like Instagram, Twitter, Facebook, WeChat and various streaming platforms across the world. These mutual wind-ups are meant to increase each team’s motivation, but above all they also serve to entertain the fans. It goes without saying that the teams’ interactions always stay within the parameters of esports etiquette, reflect the respect they have for each other and of course will take place at home. Therefore, they will use the #unitedathome hashtag in combination with #unitedinrivalry.

BMW

Corporate Communications

Media Information

Date 16 April 2020

Topic “United in Rivalry” – BMW teams up with world’s leading esports teams.

Page 3

“We’re thrilled to expand our partnership with BMW to the global front and continue to uphold shared pillars of excellence and peak performance. We welcome the outstanding teams that we’ll work alongside to drive competitive excellence forward with BMW!” **Jack Etienne, Cloud9 CEO & Co-Founder.**

“At Fnatic we are dedicated to maximising performance and entertainment through technology and innovation. It is these shared values that make BMW the perfect partner as we seek to level-up every gamer on the planet. As a pioneer in the automotive space, with a history of advancing entertainment in competitive sport and working with the best talent and teams, we are thrilled to be working with BMW to build the future of esports and entertainment together.” **Glen Calvert, Fnatic COO.**

“We are excited that the world-class top brand has chosen to enter the global esports industry with Funplus Phoenix. BMW has a century-long history, prestigious technology and worldwide recognition. This partnership will fuel innovation and the pursuit of high performance in this new era.” **Funplus Phoenix CEO Chun Li.**

“G2 Esports are pioneers both in and out of game and this is evident in our incredible competitive success, entertaining content, and the energy we bring to our fans every day. BMW will power G2 as we build on our vision to create a massive entertainment empire and bring the best innovation to the esports industry. This is more than a sponsorship, this is a united effort to highlight the power and influence of esports.” **Carlos “ocelote” Rodriguez, G2 Esports CEO.**

“Together with some of the most elite global esports organisations, T1 is thrilled to partner with BMW to elevate innovation and entertainment in the gaming industry. Faker and the entire T1 family are excited to create content, products, and programmes with the BMW team that showcase our shared values of competitiveness and premier performance for esports fans and enthusiasts around the world.” **Joe Marsh, T1 CEO.**

BMW

Corporate Communications

Media Information

Date 16 April 2020

Topic "United in Rivalry" – BMW teams up with world's leading esports teams.

Page 4

Information sharing and technology transfer in the service of esports.

The collaboration between BMW and the esports teams is very wide-ranging and goes far beyond mere sponsorship. Among other things, BMW shares the knowledge and expertise of its engineers and designers, to enable the development of hardware and software products that are perfectly tailored to gamers' needs.

Eye-catching BMW models used as future team vehicles.

The BMW commitment also includes the provision of official team vehicles. Among these, each organisation will have a team car featuring a custom livery with striking colours, combining motifs drawn in comic-book style with each organisation's logo. These eye-catching liveries form another element of this close partnership and were developed jointly by the teams and BMW. The vehicles thus become an instantly recognisable part of each team. They emphasise the teams' strengths and lend themselves perfectly to high-profile appearances by the players and organisations – including spectacular images used in the course of #unitedinrivalry and #unitedathome activities.

If you have any questions, please contact:

@BMW Group

Christophe Koenig
Spokesperson for BMW brand and marketing,
BMW Welt, esports, Powertrain Business Units
Phone: +49-89-382-56097
Email: christophe.koenig@bmw.de

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

@Cloud 9:

Emily Gonzalez-Holland
Director of Marketing | Cloud9
Phone: 954.993.1478
Email: emily@cloud9.gg

@Fnatic:

Charley Grafton-Callaghan
Global PR Lead
Phone: +44 79 7107 3914
Email: press@fnatic.com

@Funplus Phoenix

Email : fx@funplusx.com
Twitter : https://twitter.com/FPX_Esports
Weibo : https://weibo.com/funplusx?topnav=1&wvr=6&topsug=1&is_all=1

BMW

Corporate Communications

Media Information

Date 16 April 2020

Topic “United in Rivalry” – BMW teams up with world’s leading esports teams.

Page 5

@G2 Esports:

The Story Mob

G2@thestorymob.com

@T1

Kelsey Rowley

Communications Manager

T1 Entertainment & Sports

Phone: +1 267-254-3757

Email: kelsey@t1.gg

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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 133,778 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>

Cloud 9

Founded in 2013, Cloud9 has grown to become one of the most recognisable esports organisations in the world. With championships industry-wide, unmatched viewership hours, and extensive benefits packages for players and staff, Cloud9 prides itself on being the best in all categories. At this time, Cloud9 fields professional teams in League of Legends, Counter-Strike: Global Offensive, Overwatch, Rocket League, Fortnite, Rainbow Six Siege, Hearthstone, Super Smash Bros Melee, World of Warcraft, Teamfight Tactics, DOTA 2, and PLAYERUNKNOWN’S BATTLEGROUNDS: Mobile. [To find more information about Cloud9, visit http://www.cloud9.gg.](http://www.cloud9.gg)

BMW

Corporate Communications

Media Information

Date 16 April 2020

Topic “United in Rivalry” – BMW teams up with world’s leading esports teams.

Page 6

Fnatic

FNATIC is a global esports entertainment brand headquartered in London (UK) focused on seeking out, levelling up and amplifying esports talent and creators. Founded in 2004, Fnatic reigns as the most successful team of the last decade, winning more than 200 championships across 30 different games. Today, driven by entertainment, Fnatic is the channel through which the most forward-thinking brands communicate with young people – it delivers industry-leading content, experiences and activations through offices and facilities in cities between Los Angeles and Tokyo. Fnatic are the forerunners in competitive mobile gaming, as the first Tier 1 esports team to launch a presence in India. Pioneers of the intersection of street culture and esports with merch collaborations, Fnatic continues to lead the industry in relation to quality of pro wear and fan apparel. Our pros and creators generate hours of entertainment content, showcasing our global partners to an audience of more than 15m fans across our social platforms.

For more information visit [Fnatic.com](https://fnatic.com)

Follow Fnatic on [Twitter](https://twitter.com/fnatic), [Facebook](https://facebook.com/fnatic), [YouTube](https://youtube.com/fnatic), [Instagram](https://instagram.com/fnatic)

Funplus Phoenix

In 2017, FunPlus Phoenix was founded by the world leading interactive entertainment company FunPlus and acquired a spot in the League of Legends Pro League (LPL). Several years on, FunPlus Phoenix now has divisions for League of Legends, Fortnite, Game for Peace, etc. In 2019, FunPlus Phoenix won their first Championship, the 2019 Summer Championship of LPL, and proved their true dominance in Worlds as LPL's 1st seed. After defeating G2 Esport, FunPlus Phoenix finally won the 2019 League of Legends World Championship with a roster of players all making their first Worlds appearance. Two years after establishment, FunPlus Phoenix now are loved by fans worldwide and will continue to explore in the Esports field and aim to be one of the top e-sport teams in the future.

G2 Esports

G2 Esports is one of the leading entertainment assets in esports, bringing together some of the best competitive players in the world and biggest personalities in gaming. The club was co-founded by legendary League of Legends player-turned-team owner, Carlos “ocelote” Rodriguez, and veteran esports entrepreneur and investor, Jens Hilgers. Driven to elevate entertainment in esports, G2 has collaborated with the best partners, created top-of-the-line merchandise, developed unique and groundbreaking content, and enabled its players to surpass all obstacles to compete at the highest levels. G2 Esports is, and has been since its inception, one of the most successful esports clubs in the world.

T1

T1 Entertainment & Sports is a global esports joint venture that owns and operates the ultra-successful T1 League of Legends (LoL) Champions Korea (LCK) team, along with teams and players in competitive gaming segments that include Fortnite, Dota 2, PUBG, Super Smash Bros., Hearthstone, Apex Legends, Overwatch, and soon to-be-released Valorant. The T1 LoL LCK team, previously known as SK Telecom T1, has won three LoL World Championships (2013, 2015, 2016). T1 unites esports enthusiasts around the world through its gaming culture and lifestyle, content creation, entertainment and merchandise. SK Telecom and Comcast Spectacor launched T1 in October 2019 and have global operations based in Seoul, Philadelphia, and Los Angeles.

For more information on T1, please visit [T1.gg](https://t1.gg).