



DTM
Race 5, Norisring (DE), Social Media

BMW allows “the Chosen One” a glimpse behind the scenes: in-depth Facebook reporting from the Norisring.

Norisring, 30th June 2012. Countless BMW fans are expected to turn out for the manufacturer's first appearance at the Norisring (DE) for 20 years. One fan who is particularly looking forward to the start of the DTM race weekend is Annika Göcke from Gailingen am Hochrhein (DE).

The DTM fan took part in our “the Chosen One” competition on Facebook. She answered all the questions correctly and had lady luck on her side in the draw to determine the overall winner. As a reward, Göcke will use her Smartphone to report exclusively from Nürnberg to almost 140,000 fans on the BMW Motorsport Facebook page on Saturday and Sunday.

“I am really looking forward to the weekend at the Norisring,” said Göcke ahead of her outing as fan reporter. “As a BMW fan, I have obviously been following the DTM comeback very closely. The fact that I can be there live and report back to approaching 140,000 BMW Motorsport fans on Facebook is simply amazing.”

Göcke will be actively involved in the BMW Motorsport programme over the course of the weekend. Among other things she will report from the team garages and BMW Guest Hospitality, meet the six BMW DTM drivers, and gain an exciting insight into what goes on behind the scenes.

You can read Annika Göcke's posts on Facebook via the following link:

http://bit.ly/Chosen_One

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