



Social Media

BMW Motorsport passes the 200,000 fan mark on Facebook – Number of fans doubles within a year.

Munich (DE), 4th January 2013. Even before the first race of the 2013 season, BMW Motorsport has set a new record: since Friday, the official page on the Facebook social network has had more than 200,000 fans, all of whom are looking for the latest news, photos and videos regarding BMW's motor racing activities. The number of Facebook fans has more than doubled in the last 12 months.

Every day the Facebook page provides information on the latest developments from the world of BMW Motorsport. Whether a race day or a rest day, fans visiting www.facebook.com/BMWMotorsport receive an exclusive glimpse behind the scenes of the DTM, American Le Mans Series (ALMS) and many other series around the world. BMW Motorsport also transports its fan community into the heart of the action with promotions such as its "DTM Prediction Game" and the "Fan Reporter".

"I am thrilled that so many fans share our passion for motor racing," said BMW Motorsport Director Jens Marquardt. "This direct contact with our fans on Facebook allows us to experience their support for our motorsport projects at close hand. The fact that we have doubled our number of fans on this social network to over 200,000 within a year shows just how captivating people all over the world find the activities of BMW Motorsport. As well as our large fan base in Germany, we also gained a lot of new supporters in the USA and Asia last year. I am particularly pleased with how willing our Facebook users are to comment on posts, and to contribute to polls and debates. Our fans can identify 100 per cent with BMW Motorsport. They support us wholeheartedly."

BMW Motorsport provides a wide variety of offerings on the Internet. The central platform is the official BMW Motorsport website, which features news regarding the DTM, ALMS, BMW Sports Trophy and the Formula BMW Talent Cup, as well as a wealth of background information on cars, drivers and teams.

Fans can also find the latest videos on the BMW Motorsport YouTube channel. Last year's biggest hit was the clip "A hell of a ride: Liri Farfus gets a taste of the Nordschleife", in which BMW DTM driver Augusto Farfus (BR) took his wife Liri for a spin on the legendary Nürburgring-Nordschleife (DE) at the wheel of a BMW M3. To date, this video has been watched by more than 1.5 million users. BMW Motorsport is also represented on Twitter and currently has more than 80,000 followers.

Links to BMW Motorsport's fan platforms:

BMW Motorsport website – www.bmw-motorsport.com
Facebook – www.facebook.com/BMWMotorsport
YouTube – www.youtube.com/bmwmotorsport
Twitter – www.twitter.com/bmwmotorsport



Press contact: Jörg Kottmeier, Tel.: +49 (0) 170 566 6112, joerg.kottmeier@bmw.de
Ingo Lehbrink, Tel.: +49 (0) 176 203 40224, ingo.lehbrink@bmw.de