



Media Information
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On a virtual bob ride with BMW down the “Silver Snake”.

BMW visualises the fascination of the “Formula One of winter sport”.

Munich. Thousandths of a second decide between victory and defeat in the bobsleigh. This makes the technology and aerodynamics of the material used phenomenally important in this rapid sport. Steering precision down to just millimetres and the mastering of tremendous physical forces are essential. Reigning world champion in the two-man bob, Francesco Friedrich, sees similarities between bobsleigh and motorsport. “When you have to steer so precisely in the channel, it is all intuitive. To a certain degree, it is the same when you are sat at the wheel of a BMW sports car.” The technological advances take place behind closed doors. When a bobsleigh races through the track at 140 km/h and up to 5g, this precision work is hardly recognisable to spectators.

“It's with good reason that bobsleighbing is regarded as the Formula 1 of winter sports,” said Friedrich Edel, Head of Sports Marketing BMW Deutschland. “BMW has been the Technology Partner of the German Bobsleigh, Luge, and Skeleton Federation since 2010. As well as the work in the BMW wind tunnel, computer-aided analysis methods are used in the development of the sports equipment, using a 3D model to determine the aerodynamic characteristics. We want to bring this competency to our new partnership with the International Bobsleigh & Skeleton Federation (FIBT) and visualise the fascination as well as the technological aspect of the sport for fans of winter sports.”

World champion Francesco Friedrich analysed the “Silver Snake”, as the World Championship track is known for its aluminium roof, for BMW: “There are three key points on this track. Shortly after the start you have the Omega corner, then turn nine: that has to be spot on, in order to make a good transmission and take plenty of speed into the third important part, the Labyrinth. Obviously you also have to get the Labyrinth right to avoid losing any time in the final turn, which throws you right to the top of the track. These three points have to be good, otherwise you can kiss goodbye to any hopes of a World Championship title.”



Insights like these, from renowned athletes, compliment the animated images of each track. The result is fascinating descriptions of the challenging sections and descriptions of the racing line from the driver's point of view. The complex animated HD material will also be used to generate graphics for print usage.

BMW is title partner of the "2015 BMW FIBT Bob & Skeleton World Championship", as well as "Official Main Sponsor of the FIBT World Cup" and "Title Sponsor of the FIBT World Championships". The Munich-based automobile manufacturer is also "Official Car and Technology Partner of the FIBT World Cup, World Championships and Federation", as well as "Title Sponsor of the FIBT World Championships". In this context BMW is keen to visualise the fascinating technological details of bobsleighting for fans of winter sports. To do so, BMW is producing virtual rides through selected bobsleigh runs. These will be made available to TV channels as well as online and print media without copyright to be used for editorial reporting.

If you are interested in the animations or info graphics, please contact:

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