

Media Information
25 April 2018

M Power meets mobile gaming: New BMW M2 Competition debuts in CSR Racing 2 from Zynga

Millions of gamers worldwide to experience new compact high-performance BMW in Augmented Reality ahead of market launch

Munich. M power on mobile: Millions of fans worldwide will be able to virtually drive the new BMW M2 Competition (combined fuel consumption with six-speed manual gearbox: 9.9 – 10.0 l/100 km; combined CO2 emissions: 225 – 228 g/km) in the popular CSR Racing 2 (CSR2) mobile racing game just a few hours after its world premiere at the Beijing Motor Show. The cooperation between BMW and Zynga will allow gamers to unlock and drive the compact high-performance car in different race modes – long before it hits real roads.



The CSR2 design team worked in tandem with BMW developers to bring every detail of the BMW M2 Competition to the game. From the new front apron and enlarged, redesigned BMW kidney grille in high-gloss black to the optional new M Sport bucket-style seats, to the new and exclusive Hockenheim Silver metallic exterior paint colour: Every detail of the unique BMW M2 Competition was meticulously recreated in the racing game. The best way to experience the design and new equipment options is by using CSR2's latest feature: Augmented Reality

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Mode, which realistically inserts the model into its surroundings and allows it to be viewed from all sides.

“We’re excited to bring the ultimate driving experience of the BMW M2 Competition to CSR2 drivers across the globe, even before it hits real roads,” said Tobias Weber, head of Entertainment Marketing and International Product Placement for BMW. “Our development team worked in tandem with CSR2 to deliver players the fully-charged exhilaration of the BMW M2 Competition, digitally recreating its powerful engine, sleek design and unmatched ability just as it will appear on real-world roads.”

The BMW M2 Competition will soon become a favourite with the gaming community. The centrepiece is its new engine, based on the drive train from the BMW M3 and BMW M4. The twin-turbocharged straight-six engine with M TwinPower Turbo technology delivers 410 hp and takes the car from zero to 100 km/h in 4.2 seconds. For the first time, BMW M2 drivers will be able to use two selector switches in the central console to directly adjust various characteristics and settings for the engine, steering and Drivelogic functions, if M DCT is available.

“As the leading racing game on mobile, CSR2 is the perfect platform to introduce the BMW M2 Competition to car lovers around the world,” said Bernard Kim, President of Publishing for Zynga. “We’re proud to partner with BMW in reimagining how leading auto manufacturers introduce their new vehicles to global audiences by giving our players the ability to experience the BMW M2 Competition during its global unveil.”

Since the launch of the first in-game BMW car model in CSR2:

- Players have competed in over 1.88 billion in-game BMW races
- On average, there are over three million in-game BMW races every day
- CSR2 players own over 85 million in-game BMW cars with over 26.5 million CSR2 players owning their own in-game BMW

CSR2 is available to download for free on the [App Store for iPhone and iPad](#) and [Google Play](#). For more information about CSR2, visit the game's community channels on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

More information about the BMW M2 Competition is available in the [BMW Group PressClub](#).

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The values of fuel consumptions, CO2 emissions and energy consumptions shown are determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown considers optional equipment and the different size of wheels and tires available on the selected model and may vary during the configuration.

The values of the vehicles labeled with (...) are already based on the new WLTP regulation and are translated back into NEDC-equivalent values in order to ensure the comparison between the vehicles. [With respect to these vehicles, for vehicle related taxes or other duties based (at least inter alia) on CO2-emissions the CO2 values may differ to the values stated here].

The CO2 efficiency specifications are determined according to Directive 1999/94/EC and Pkw-EnVKV in its current version applicable. The values shown are based on the fuel consumption, CO2 values and energy consumptions according to the NEDC cycle for the classification.

For further information about the official fuel consumption and the specific CO2 emission of new passenger cars can be taken out of the „handbook of fuel consumption, the CO2 emission and power consumption of new passenger cars“, which is available at all selling points and at <https://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>

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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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

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