



Media Information

BMW Esports

3rd August 2021

Season 2 of the BMW SIM GT Cup starts with victory for Finland's KOVA – Countdown to BMW SIM LIVE in November is on.

- **Tuomas Tähtelä and Pekka Tuomainen from the KOVA Esports team wins the opening round of the second BMW SIM GT Cup season.**
- **Virtual BMW M4 GT3 replaces the BMW M8 GTE as the car for the BMW Esports racing series on iRacing.**
- **Grand finale at BMW SIM LIVE event on 20th/21st November.**

Munich. BMW Esports is shifting up a gear on the sim racing scene in the second half of the year. The sim community will do battle for prize money totalling over 135,000 US dollars in competitions on the iRacing, rFactor 2 and Assetto Corsa Competizione platforms in 2021. The grand finale, BMW SIM LIVE, will this year take place virtually over two days for the first time, on 20th and 21st November. Sunday's BMW SIM GT Cup race on iRacing heralded the start of the intense stage of competition leading up to the highlight of the season. The sim racers were underway in the new BMW M4 GT3 for the first time, with victory going to the Finnish KOVA team.

Season two of the BMW SIM GT Cup began with a commanding win for Tuomas Tähtelä and Pekka Tuomainen (both FIN). Tähtelä secured pole position in the virtual BMW M4 GT3, and the KOVA pairing never looked back in the two-hour race. They were followed over the finish line in second and third place by the Valkyrie Esports and Williams Esports teams.

Tähtelä/Tuomainen were not only rewarded with 1,200 US dollars each, but also qualified for the grand finale at BMW SIM LIVE 2021, where they will be competing for a prize purse of more than 67,000 US dollars in the BMW SIM GT Cup alone.

Twelve drivers had already qualified in the first season of the BMW SIM GT Cup on iRacing, which took place between January and May. They included the two



BMW SIM LIVE champions from 2019 and 2020, Mitchell deJong (USA) and Joshua Rogers (AUS), both of whom race for Coanda Simsport.

This year's BMW SIM LIVE event will take place on 20th and 21st November. While the BMW SIM LIVE studio will be in BMW Welt like last year, the competitors will compete in the final races on their simulators at home. As well as the deciding races in the BMW SIM GT Cup, the programme also features the finals in the BMW SIM M2 CS Racing Cup on rFactor 2 (total prize money of 10,500 Euros) and the BMW SIM Time Attack by Assetto Corsa Competizione (total prize money of 14,000 Euros).

The BMW SIM GT Cup returns to the virtual track at Austin (USA) on 15th August. Season 2 of the BMW SIM M2 CS Racing on rFactor 2 gets underway with the race at Monza (ITA) on 9th August. The next BMW SIM Time Attack by Assetto Corsa Competizione Challenge starts on 6th September at the Barcelona (ESP) circuit.

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About BMW Esports.

BMW has been collaborating with five of the world's best teams as a partner in the classic League of Legends game since 2020. Cloud 9, FNATIC, FunPlus Phoenix, G2 Esports and T1 fly the BMW colours in the biggest events in the industry. The highlight of the first collaborative season in 2020 was the Worlds, in which G2 esports and FNATIC made it to the knock-out stage of the finals in the battle of the world's best teams. G2 Esports even made it to the semi-final. The Dota 2 specialists OG Esport are a new addition to the 'United in Rivalry' squad as of 2021. The involvement in Esports gives BMW completely new touch points with a dynamic, rapidly growing community; making Esports an important future field for BMW marketing activities. BMW has prominent representatives in sim racing as well, and has integrated BMW SIM Racing into its racing programme as a standalone pillar. The BMW SIM Cups attract the world's best sim racers, who do battle for wins, titles and attractive cash prizes in virtual BMW racing cars. BMW SIM Racing teams are taking part for the first time in 2021. BS+COMPETITION, G2 Esports, Team GB and Team Redline represent BMW on various simulation platforms.

BMW Welt. The heart of all the BMW Group brands.

BMW Welt welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit



before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees. The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.