



Media Information
BMW M Motorsport
5th August 2024

BMW M Motorsport teams are intensively preparing together for the Esports World Cup.

- **Kick-off with adrenaline: BMW M Driving Experience and Mixed Reality in Maisach.**
- **Road trip to Italy: Unforgettable moments in the BMW M4 Competition Coupé.**
- **Intensive training at Formula Medicine: Mental and physical preparation for the season's highlight.**
- **Video clips of the preparation: https://b.mw/Automotive_Gaming.**

Munich. The three BMW M Motorsport teams in Automotive Gaming – BS+COMPETITION, MOUZ, and Redline – are currently undergoing intensive preparation for the 2024 Esports World Cup (EWC) taking place from 22nd to 25th August in Riyadh (KSA). A key part of the programme was a joint training week. It took the drivers from the BMW M Driving Experience in Maisach (GER) on a road trip with five BMW M4 Competition Coupés (Fuel consumption, combined 10.1 – 10.0 l/100 km [28.0 – 28.3 mpg imp]; CO₂ emissions, combined: 229 – 226 g/km in the WLTP cycle, CO₂ class: G) to Formula Medicine in Viareggio (ITA), where they worked on their mental and physical fitness under the guidance of sports doctor Dr. Riccardo Ceccarelli.

During the ESL R1 online season, which included six racing events, the drivers qualified for the EWC, competing for a total prize pool of 500,000 US dollars. The competition will be held on the "Rennsport". Simulation platform. BMW M Team Redline finished the online season in first place in the team standings with 337 points, with BMW M Team MOUZ driver Maximilian Benecke (GER) entering the EWC as the reigning champion.

The joint preparation week began with a BMW M Driving Experience in Maisach, offering an exciting mix of real driving experience and the innovative BMW M Mixed Reality Experience. The drivers had the chance to test and improve their skills behind the wheel of real BMW M4 Competition Coupés



under the guidance of instructors. This thrilling start was followed by a road trip to Italy, where the teams traveled with five BMW M4 Competition Coupés. This journey strengthened team spirit and created unforgettable moments.

Upon arrival in Viareggio, where BMW M works drivers from real motorsport also regularly train, the drivers underwent an intensive training programme at Formula Medicine, which included mental and physical challenges. Sessions in the Mental Economy Gym® helped the drivers to improve their neural efficiency and enhance their performance by reducing energy expenditure. In the afternoons, the teams rotated through various stations, including psychophysical training, nutritional advice, and sim sessions where brain and heart rate were monitored. The experts at Formula Medicine also simulated the particular stress of competing on a large stage at a live event. Yoga on the beach and team-building activities such as kayaking and indoor challenges completed the programme and strengthened team spirit.

Note to editors:

Under the following link you find video clips of the preparation including the BMW M Driving Experience, the BMW M Mixed Reality Experience and the training sessions at Formula Medicine: https://b.mw/Automotive_Gaming.

Comments on the EWC preparation week:

Timo Brückner (Project Lead BMW M Automotive Gaming): "Our preparation week with the three BMW M Motorsport teams for the Esports World Cup was truly special. The combination of mental and physical challenges at Formula Medicine helped the drivers understand their strengths and weaknesses better and develop stress management strategies – just as we prepare the BMW M works drivers from the real world for their races. This was complemented by an incredible BMW M Driving Experience in Maisach, including the innovative BMW M Mixed Reality Experience, and during our road trip through Italy. The drivers had the opportunity to prove themselves in various scenarios, which strengthened team spirit and boosted their confidence in their abilities. With these experiences and new techniques in their toolkit, the teams are now taking on the EWC challenge. The drivers are not only in top form but also mentally stronger and more efficient than ever before. I am confident they will represent BMW M Motorsport proudly at the season highlight."



Dr. Riccardo Ceccarelli (Founder of Formula Medicine): "The training camp we organised was a very interesting experience that demonstrated the high professional level that the discipline of Esports has reached. Over the course of three days, we went through routines and programmes that we also apply to Formula 1 and professional drivers in other categories. The focus was on essential 'soft skills' such as self-awareness, flexibility, analytical abilities, and dealing with emotions. This was complemented by a special session in a stress room in preparation for their live event. The test results were on the same level as those of Formula 1 drivers. In some cases, the automotive gamers were even able to maintain their focus better. I congratulate all the drivers on their commitment and their results. We look forward to the joint challenge in Riyadh."

Maximilian Benecke (Driver BMW M Team MOUZ): "The week spent with the BMW M teams was not only incredibly fun but also very insightful. The combination of mental and physical challenges at Formula Medicine clearly showed me the areas I can improve in – and especially how to do so. The connection with the road trip to Italy made the week a unique experience. I am very grateful to BMW M Motorsport for trusting us drivers and allowing us to drive across Europe for a week with five BMW M4 Competition Coupés. The BMW M Driving Experience on the first day certainly helped. The coolest part was, of course, the pace laps on the small race track. The Esports World Cup is now just around the corner. Through the trip to Italy, I learned that it's not only about how fast I am but also about how efficient I can be. The techniques I learned are now a natural part of my daily training."

Kevin Sigg (Driver BMW M Team Redline): "Our time at Formula Medicine in Italy gave us the opportunity to better understand how we mentally respond to certain demands. We learned how to manage stress more effectively during our racing events. For the EWC in Riyadh, we now have techniques that will improve our performance on the track at the upcoming event. It was a great experience, and I hope we can repeat it with the same group. Of course, we also had a lot of fun – especially driving the BMW M4 Competition Coupés."

Robbie Stapleford (Driver BMW M Team BS+COMPETITION): "The trip with BMW M Motorsport from Munich to Viareggio was a once-in-a-lifetime



experience for me. The whole week, from the BMW M Driving Experience, our road trip, and training at Formula Medicine to the lunches, dinners, and driving the BMW M4s, was simply incredible. I enjoyed every single moment. Choosing the highlight of the trip is difficult as everything was so good. Before my first appearance at the Esports World Cup, I do feel some pressure and nerves. I haven't competed at a LAN event since the opener in Katowice 2023, but I feel as prepared as possible to tackle the event in top form. I'm also lucky to have a fantastic team behind me that is incredibly supportive. The preparation with BMW M Motorsport has definitely been amazing."

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