



Media information
28 October 2024

The new BMW 2 Series Gran Coupé: spectacular debut at ApeFest 2024 in Lisbon.

+++ First public appearance at exclusive community event just two days after start of communication +++ BMW enhancing in-car gaming range and BMW M Driving Experience +++ BMW Lifestyle with exclusive, customised ApeFest collection +++

Munich. The new BMW 2 Series Gran Coupé has made its first public appearance in a highly exclusive setting. BMW presented the new edition of its elegantly sporty four-door model at ApeFest 2024 in Lisbon just two days after the official start of communication. The car's world premiere was one of the highlights of the event, which is staged annually by the Bored Ape Yacht Club (BAYC). BAYC is one of the best-known non-fungible token (NFT) collections from American company Yuga Labs and comprises a total of 10,000 unique digital collector's items featuring pictures of cartoon apes. ApeFest is primarily put on for the holders of these digital goods – a Web3 community boasting high levels of technological affinity, remarkable creative powers and strong innovative spirit, making its members a perfect match for the BMW brand. At ApeFest they come together to connect, shape the future of Web3 technology and enjoy access to exclusive digital content and experiences that allow them to come up with new business ideas too, among other things. BMW once again partnered the event this year.

"We are delighted that ApeFest has provided us with the ideal setting for presenting the progressive character of the new BMW 2 Series Gran Coupé to a tech-loving audience made up of digital enthusiasts and early adopters," explained Stefan Ponikva, Vice President BMW Group Customer Formats and BMW Brand Experience. "The community's response to the digital innovations is phenomenal. Not only did we manage to bring the Dookey Dash: Unclogged game – a community favourite – into the vehicle, we also managed to bring the vehicle into the game as an in-game car."

New BMW 2 Series Gran Coupé starred in art contest for the BAYC community: one-off model unveiled at ApeFest 2024.

The ApeFest community had a unique opportunity to experience the second-generation BMW 2 Series Gran Coupé up close ahead of its official launch. Two specimens of the compact four-door model – both featuring an in-car gaming experience – were on show, together with a concept car in a unique design that was the product of an online art contest.

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In the run-up to ApeFest, Yuga Labs launched an online art contest within the community with the assistance of BMW. Rida, an artist and 3D graphics expert from Dubai, came out on top in the contest against four other contenders.

With its clean lines, golden accents and rich textures, the exterior of the BMW 2 Series Gran Coupé he designed in the ApeCar look emphasises the vehicle's elegant sportiness and premium appeal, while a mosaic pattern made up of cartoon ape silhouettes delivers a message of community. BMW added bespoke BMW M Performance Parts to give the one-off model a sharper appearance for an even more dynamic and progressive feel.

Following the spectacular reveal at this year's ApeFest, Bored Ape or Mutant Ape NFT holders had the opportunity to register their interest in buying the unique model. Once the future owner of the ApeCar has been chosen from all the prospective buyers, BMW will build the customised BMW 2 Series Gran Coupé in a configuration adapted to the buyer's home market and will also equip it with a selection of exclusive digital features.

New title for action-packed in-car gaming – “Dookey Dash: Unclogged”.

BMW capitalised on the avant-garde mood at ApeFest to present a beta version of the new title “Dookey Dash: Unclogged” in collaboration with the game's creator Yuga Labs. The updated version of this action-packed endless runner game can now also be played on iOS and Android mobile devices and will be rolled out in the coming months as part of the BMW Digital Premium package for all vehicles with BMW Operating System 9. A special gimmick has been included that allows players to select a 3D model of the new BMW 2 Series Gran Coupé as a speedy underwater car and then race though a fictional underworld with it. Players chasing the high score have to avoid obstacles, break through barriers and collect boosters and power-ups.

This innovative form of in-car gaming offered in current BMW models allows the occupants to pass the time by playing casual games on the control display while the vehicle is parked. Dookey Dash: Unclogged is available as part of the BMW Digital Premium package along with a dozen other video games and is imported over the air from the BMW ConnectedDrive Store. ApeFest attendees had the opportunity to test out the hit game ahead of its official release.



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BMW Lifestyle with exclusive, customised ApeFest collection.

Customisation means a lot to the BAYC community, so BMW Lifestyle came up with a special design for selected products from the current collection. This cult [BMW Mechanics Jacket](#), which serves as a club jacket, is a particularly noteworthy highlight. Members get an interactive patch for the jacket allowing selected interaction with BMW. This smart fashion piece also includes a built-in NFC chip that enables the members to connect with one another.

The exclusive articles were available to buy from the BMW Lifestyle pop-up store at the event. The products could also be personalised with a print gun to make them truly unique.

BMW M Driving Experience scores a hit with specially developed version of BMW M Mixed Reality (MMR).

ApeFest 2024 also provided the venue for the premiere of a new and innovative version of BMW M Mixed Reality – a one-of-a-kind driving experience in which the physical and virtual worlds merge into one for the driver. Thanks to the very latest VR and GPS technology, the vehicle itself becomes the controller and can be guided through a virtual world by the driver.

The existing MMR was further refined for ApeFest and augmented with 3D elements from a partner for the first time. BAYC-specific content, such as apes, unicorns and crocodiles, was added to the mixed-reality experience with the help of the software specialists from Yuga Labs.

The ApeFest attendees set off on a captivating phygital tour through the pulsating cityscape of Lisbon in BMW M models that had been specially designed for the event. The experience allowed them to enjoy pushing the BMW M2 (fuel consumption, combined in the WLTP cycle: 9.8 – 9.6 litres/100 km [28.8 – 29.4 mpg imp]; CO₂ emissions, combined in the WLTP cycle: 223 – 218 g/km; fuel consumption, combined according to Pkw-EnVKV: 10.2 – 9.8 litres/100 km [27.7 – 28.8 mpg imp]; CO₂ emissions, combined according to Pkw-EnVKV: 231 – 222 g/km; CO₂ class according to Pkw-EnVKV: G) and BMW M4 Competition Coupé (fuel consumption, combined in the WLTP cycle: 9.9 – 9.7 litres/100 km [28.5 – 29.1 mpg imp]; CO₂ emissions, combined in the WLTP cycle: 223 – 219 g/km; fuel consumption, combined according to Pkw-EnVKV: 9.9 –

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9.8 litres/100 km [28.5 – 28.8 mpg imp]; CO₂ emissions, combined according to Pkw-EnVKV: 223 – 221 g/km; CO₂ class according to Pkw-EnVKV: G) models to their limits in the virtual world.

ApeFest attendees were also treated to the sight of a heavily modified BMW M2 Ice Racer. It was on display in the Convento Do Beato, the main exhibition area of ApeFest, where this ambassador of the BMW M Driving Experience's ultra-exclusive winter programme attracted a great deal of attention. The highlight event at the BMW Group's winter test centre in Arjeplog, Sweden combines drift training on ice with an individually tailored programme of accompanying activities and can be booked exclusively by members of the BAYC community.

The fuel consumption, CO₂ emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least *inter alia*) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP measurement procedure can also be found at www.bmw.de/wltp.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a vital element of the BMW Group's corporate strategy, from the supply chain through production to the end of the use phase of all products.

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