



Media Information
29 October 2025

BMW celebrates innovation, lifestyle and digital creativity at ApeFest 2025 in Las Vegas.

+++ ApeFest makes its debut in Las Vegas +++ Premiere for exclusive Pac-Man in-car game in the BMW XM Label with BMW Lifestyle elements +++ BMW digital ape "Max" presents BMW Lifestyle Collection +++ Live performance artist Pauser reimagines BMW suitcases as graffiti art +++ BMW M3 turns content studio +++

Las Vegas. Following its successful appearance at ApeFest 2024 in Lisbon, BMW was also in attendance at this year's edition of the Web3 tech community event. This latest chapter in its collaboration with the Bored Ape Yacht Club (BAYC) community strengthened the connection between digital culture, technology and lifestyle. ApeFest 2025 took place on 24 October at first-time venue Las Vegas, and included a close-quarters tie-up with the ComplexCon event (25 – 26 October) fusing street culture, fashion, art and technology.

"We're delighted to be collaborating with the Bored Ape Yacht Club (BAYC). The partnership gives us the opportunity to drive forward the digital transformation 'in BMW style' and to further expand our Web3 knowledge. And this, in turn, will create a playground for innovative brand and product experiences from BMW," says Ulrike von Mirbach, Vice President, BMW Customer Formats and Brand Experiences.

ApeFest is an annual event hosted by the Bored Ape Yacht Club (BAYC). It primarily attracts owners of digital goods known as NFTs, which are based on the cutting-edge blockchain technology also playing an important role at BMW. The BAYC is one of the most renowned NFT collections held by US firm Yuga Labs and comprises a total of 10,000 unique digital collector's items depicting stylized ape motifs. ApeFest is aimed at a highly tech-savvy community of people fuelled by extraordinary creative energy and an insatiable thirst for innovation – making this an ideal match-up for the BMW brand. The community gathers at ApeFest to connect and shape the future of Web3 technology, to gain access to exclusive digital content and experiences, and to develop new business ideas.

BMW lined up as a partner of the event once again this year – and shone its Las Vegas spotlight on three key themes:



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In-car gaming becomes part of the driving experience.

BMW, in collaboration with AirConsole and Bandai Namco, has developed the exclusive PAC-MAN Championship Edition* game for its vehicles. In this unique iteration, the iconic PAC-MAN sets out to collect cars such as a BMW M Baby Racer and a BMW XM Label, along with items from the BMW M Lifestyle Collection.

The game was premiered at ApeFest as an AirConsole experience in a BMW XM Label. With PAC-MAN celebrating the 45th anniversary of its classic debut, this ranks as a headline collaboration. The BMW XM Label, renowned for its blend of performance, extrovert character and technology, effectively becomes the stage for this legendary game. Following its launch at ApeFest, the PAC-MAN Championship Edition* will be made available across all suitably specified BMW models.

This roll-out allows players to fully immerse themselves in the world of PAC-MAN directly in their vehicle, highlighting a tangible link between vehicle technology, entertainment and digital innovation.

BMW already offers a range of games with AirConsole, providing a premium in-car entertainment experience. A key feature here is the use of smartphones as controllers; players simply scan a QR code on the vehicle's display to connect. The system creates a unique and seamless gaming experience, even supporting a multiplayer mode that allows up to seven people to play together, turning the car into a mobile arcade for the whole family.

*PAC-MAN™ Championship Edition & ©Bandai Namco Entertainment Inc.

BMW Lifestyle Collection takes a turn for the digital.

Another focal point at ApeFest was the presentation of the new BMW M Collection, which has been customised by the company's collaboration partner and carries Bored Ape Bimmer Club (BABC) branding.

The Collection was revealed as part of a live show fronted by animated 3D character "Max", BMW's very own digital ape. With a presentation big on charm and innovation, Max acted as a model bridging real-world fashion and digital experience.



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QR codes transported visitors directly to the Collection's product pages. The interplay of physical and digital elements created a new form of brand showcase – open, authentic and technologically on point.

The art installation: design as a shared experience.

BMW also made a statement with a live performance by the artist Pauser (@Pausrr), who turned 24 black BMW suitcases into large-format graffiti art. Each of the suitcases was designed individually and personalised with e.g. initials and personal symbols, making it a one-off collector's item that was then sold.

The installation embodied the themes of identity, mobility and design. And the standalone individual pieces were arranged into a complex artwork that underscored once again the community-led character of the initiative.

Performance meets digital culture.

BMW was also represented at the event by an exclusive VIP fleet of vehicles including the BMW XM Label and BMW X7. Another star of ApeFest was a strikingly styled BMW M3 from the BMW Performance Center USA (Thermal), which served as a content studio for creators, media and guests. The high-performance model became a hotspot for video, photos and interviews focusing on design, technology and lifestyle. This was a place where product experiences and digital communication overlapped.

The BMW presence in Las Vegas was designed as an open-ended brand platform – with zones for gaming, fashion, art and connecting. The result was a space emphasising interaction and the sharing of ideas over traditional product presentations. Classic cars from the regional BMW community – members from southern California showed off their pride and joy at AREA15 – provided a bridge between the past and the future.

By hooking up with ApeFest once again, BMW has strengthened its presence in a space that mixes technological and cultural trends – and provided another demonstration of how mobility, lifestyle and digital culture can engage and connect with one another.

In the event of enquiries please contact:



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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 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 2024, the BMW Group sold 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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