



Media Information
BMW M Motorsport
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Full circle: BMW M4 GT3 EVO in the animated TV series “BLEACH” design goes from Fortnite and Rocket League to real-world GT racing.

- **BMW M Motorsport, the animated TV series “BLEACH”, Epic Games and Team Studie bring the BMW M4 GT3 EVO from the digital world of Fortnite and Rocket League to real-world racing.**
- **The car, featuring a design inspired by “BLEACH”, will compete with Team Studie in the GT World Challenge Asia powered by AWS.**
- **The BMW M4 GT3 EVO will also appear in the iconic livery at the Suzuka 1000KM, part of the Intercontinental GT Challenge (IGTC).**

Munich. What began as a global digital collaboration is now coming full circle on the racetrack: Following its successful launch in Rocket League and Fortnite in late 2025, the BMW M4 GT3 EVO in the distinctive design of “BLEACH”, one of the world's biggest animated TV series, will now compete in real-world motorsport. In close collaboration with “BLEACH”, Epic Games and Team Studie from Japan, the car will be entered in the GT World Challenge Asia powered by AWS during the 2026 season. In addition, the project will also appear at the prestigious Suzuka 1000KM, part of the Intercontinental GT Challenge (IGTC).

The project originally introduced the BMW M4 GT3 EVO into the globally popular games Fortnite and Rocket League, where players were able to drive the race car in a design inspired by “BLEACH”. The livery references the iconic outfit of the main character Ichigo Kurosaki, translating the visual language of anime culture onto a modern GT racing car.

“Bringing the BMW M4 GT3 EVO into Fortnite and Rocket League was the starting point of an exciting journey,” said Timo Brückner, Project Lead BMW M Automotive Gaming. “These platforms are global meeting points for a new generation of motorsport fans. Together with our partners at ‘BLEACH’, Epic Games and Team Studie, we are now taking the next step by bringing the same



car, in the same iconic design, back into real-world racing. Seeing this special BMW M4 GT3 EVO compete on track truly completes the circle between gaming, pop culture and motorsport."

Beyond the race car itself, the "BLEACH" identity will be visible across the entire team environment. The BMW M4 GT3 EVO will compete in the full "BLEACH" race design, complemented by driver race suits in matching visual style, as well as pit box branding aligned with the campaign identity. This integrated approach ensures a strong and consistent visual presence on track, in broadcast coverage and across social media.

The Production Committee of the animated TV series "BLEACH" added: "Seeing this design come to life on a real GT race car and compete in international motorsport together with BMW M and Team Studie is incredibly exciting. This collaboration shows how anime culture can connect with completely new audiences around the world."

The car will be fielded by Team Studie, one of the most prominent BMW racing teams in Asia. "For Team Studie, it is an honour to bring this extraordinary project onto the racetrack," said Bob Suzuki, Owner of Team Studie. "Working together with BMW M Motorsport and 'BLEACH' on such a unique concept is something very special. The design is visually striking and instantly recognisable, and we are proud to represent this collaboration in GT World Challenge Asia and in the IGTC."

A central element of the project is the synchronisation between real-world racing and the digital gaming ecosystem. Fans around the world can drive the same car in their favourite games as it competes on track. This creates a unique crossover experience, where audiences can follow the action in real life while experiencing it firsthand in two of the most popular gaming platforms in the world. The collaboration also demonstrates how modern motorsport can expand beyond traditional boundaries. By connecting racing, gaming and anime culture, the project reaches audiences far beyond the racetrack.

Race calendar - BMW M4 GT3 EVO in "BLEACH" design.

GT World Challenge Asia powered by AWS:



4th/5th April: Sepang, Malaysia
2nd/3rd May: Mandalika, Indonesia
5th/6th June: Shanghai, China
11th/12th July: Fuji, Japan
29th/30th August: Okayama, Japan
2nd-4th October: Beijing, China

Intercontinental GT Challenge:

11th-13th September: Suzuka 1000km, Japan

Media Contact.

Andrea Schwab

Spokesperson BMW M GmbH and BMW M Motorsport

Phone: +49 (0) 151 601 60988

Email: Andrea.Schwab@bmw.de

Laura Claesgens

Spokesperson BMW M GmbH and BMW M Motorsport

Phone: +49 (0) 151 601 47299

Email: laura.claesgens@bmw.de

Christophe Koenig

Head of BMW M GmbH and BMW M Motorsport Communications

Phone: +49 (0) 176 601 56097

Email: christophe.koenig@bmw.de

Media Website.

www.press.bmwgroup.com/global

BMW M Motorsport on the Web.

Website: www.bmw-m.com/motorsport

Facebook: www.facebook.com/bmwmotorsport

Instagram: www.instagram.com/bmwmmotorsport

X: www.x.com/bmwmotorsport