



Media information
2nd April 2026

Street League Skateboarding and BMW M join Forces, "Owning the Streets" Worldwide

+++ BMW M Named Official Premium Automotive Partner of Street League Skateboarding+++

Munich / Las Vegas, Nevada - April 2, 2026 – Street League Skateboarding (SLS), the world’s premier street skateboarding league, and BMW M, the high-performance car manufacturer, today announced their new multi-year global partnership. The collaboration brings together two global cultural pioneers on four wheels, with elite skateboarding and high-performance automotive coming together under the shared vision of, “Owning the Streets.”

The partnership officially launches this weekend with the SLS Championship Tour event in Downtown Los Angeles, a city renowned for its street culture, art, performance and style.

As part of the wide-ranging partnership, BMW M aims to deliver tangible value to the skateboarding community by positioning itself not only as a sponsor, but as a strategic partner - driving culturally relevant initiatives that highlight the parallels between skateboarding and racing.

Beside logo presence, car integrations, athlete shuttles and initiatives like “Best Seats in the House”, one of the main feature elements of the partnership is the introduction of the BMW M Most Valuable Performance (BMW M MVP) Award, a new season-long award recognizing the spectacular moments in SLS events across the Championship Tour. This BMW M MVP award will highlight not just the winning moment of each event, but the individual performances that shape the season such as a clutch buzzer-beater trick, a comeback moment, the highest scoring trick of the event or a never-been-done (NBD) trick. The stakes will be high, with one male and one female skater to be awarded each season. The winners will be determined through a combination of an industry judging panel and fan voting.

“Our partnership with BMW M highlights SLS’ global position as the premium platform in the skateboarding industry. To have a brand as iconic as BMW M recognize the synergy of performance, culture, art and creativity is testament to the status of the SLS brand globally,” said Brett Clarke, Chief Revenue Officer at SLS’ parent company, Thrill Sports.



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Clarke continued, "We're excited to not only have BMW M involved in our SLS Championship Tour events, but also use our industry-leading content platform and global audience to tell the stories of the culture that is skateboarding - be that the talent, the skate spots, the journey, the equipment or the creative mindset"

The partnership between SLS and BMW M deliberately goes beyond traditional sponsorship. At its core is the joint development of authentic, culturally relevant content – carried by international SLS athletes as credible ambassadors of a shared performance mindset.

"BMW M shares similar values with the skateboarding culture and community, which makes this collaboration a natural choice for us." says Sylvia Neubauer, Vice President Customer, Brand & Sales at BMW M.

Neubauer continued, "In both motorsport and skateboarding, performance is not claimed, but earned – through repetition, through failure, and through the determination to keep trying. Street League Skateboarding embodies this mindset in an authentic way. This is exactly where performance becomes culture."

Beyond the Championship Tour, the partnership will also feature original content that showcases skateboarding culture and the characters that drive the lifestyle both in competition and on the streets. SLS and BMW M will roll out several content formats, for example the all-new series "Skaters in Cars Scouting Spots" which will follow skaters exploring cities, local spots and skate culture around the world in BMW M vehicles.

The partnership will also include a number of short form and social-focused content pieces, highlighting the connection of the sport of skateboarding to the streets.

This collaboration reflects SLS's continued growth and commitment to partnering with premium brands like BMW M to elevate skateboarding's cultural impact, while giving BMW M a unique platform to engage new audiences as both brands come together to own the streets worldwide.

BMW M x SLS represents a partnership that does not react to trends, but is built on shared convictions. Where performance does not end – but begins.



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For More Information Contact:

Street League Skateboarding:

Sami Huwe – shuwe@thrillone.com

Christophe Koenig

Head of BMW M GmbH and BMW M Motorsport Communications

Telephone: +49-89-382-56097

E-mail: Christophe.Koenig@bmw.de

About Street League Skateboarding (SLS)

Since its inception in 2010, Street League Skateboarding (SLS) has propelled street skateboarding from a collection of independent standalone events to a renowned global series. As pioneers of street skateboarding's premium qualification system and competition format, SLS offers an amateur-to-professional pathway and creates thrilling live events across the globe. The SLS Championship Tour is recognized as the world's premier professional street skateboarding competition. Events take place on custom-built, one-of-a-kind, SLS-certified plazas in major cities around the world, with the best in the sport competing for the highest stakes. For more information, visit StreetLeague.com.

About Thrill Sports

Thrill Sports is a next-generation content company at the intersection of sports, entertainment, and lifestyle. As the parent company of Nitro Circus, Street League Skateboarding (SLS) and Power Slap, Thrill Sports is committed to delivering mind-blowing action sports events and original content worldwide. With over 75 million followers across multiple brand pages and channels, Thrill Sports is a leader in the action sports industry.

Thrill Sports Website: www.thrillsportsco.com

Power Slap website: www.powerslap.com

Street League Skateboarding website: www.streetleague.com

Nitro Circus website: www.nitrocircus.com



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About 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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