



BMW announces the renewal of its alliance with the INFINITY Club and continues its support for Esports in Latin America.

- After a year of successful collaboration between BMW and the INFINITY Club, both brands are ready to start a new stage; in addition to the competitions, new projects will be developed to promote electronic sports in Latin America.
- The BMW 2 Series Gran Coupé, with a personalized design for the INFINITY Club, will accompany the different teams in competitions and face-to-face events in Mexico City.

Mexico City, June 20, 2022. In mid-2021, the BMW brand announced its foray into the professional electronic sports industry in Latin America, through the strategic alliance with Club INFINITY. One year after the successful collaboration, BMW and Club INFINITY are ready to start a new stage of their project with activities that promote and spread professional Esports in the region.

Since 2020, the BMW brand in Germany entered the world of esports through strategic alliances with professional Esports teams in Europe, the United States, China and South Korea. Therefore, in 2021 BMW in Latin America aligned itself with this global strategy by joining the INFINITY project: the main electronic sports club in Latin America and joining efforts to publicize the technological innovation of the Bavarian brand among young audiences.

**"We are very pleased to** have replicated the global strategy of the BMW brand almost on a par in the Latin American region. Club INFINITY is a solid group focused on developing Latin American talent within Esports, which is aligned with our values: innovation, technological development and focus on new generations.

We are ready to take the next steps in this alliance, for example: we are focused on the generation of content that will help us promote and spread the concepts of Esports, with which we are sure that we will grow the **community"**, shared **Arturo Orenday, BMW Brand Director for BMW Group Latin America.**

Club INFINITY: Latin American talent promoter.

One of the objectives of the BMW brand's incursion into Esports in Latin America is to promote this discipline and support the region's talent. Club INFINITY has stood out in Latin America for supporting the training of local professional players. This is demonstrated by their teams, their players and staff are from: Mexico, Colombia, Peru, Argentina, Costa Rica, Guatemala, Chile, among others. In addition to three "Gaming Houses" located: two in Mexico City and one in Lima, Peru.

Likewise, Club INFINITY has a leadership team made up of experts in Electronic Sports, who with their extensive experience and strategic vision in Esports have managed to identify talent in different countries and integrate solid teams; allowing them to stand out in Latin America and participate in International Tournaments.



**"We are very happy to renew our relationship with the BMW brand. The active participation of the brand has contributed to the sporting success achieved by INFINITY in the last year and to the enrichment of the esports ecosystem in Latin America. For this second year together, we hope to bring new and better content to the community in the region and contribute so that the BMW brand has better opportunities to connect with fans", assured Nicolás Lescano, owner and director of communication and marketing of the club.**

#### Club INFINITY: challenges and achievements.

Club INFINITY will seek from June to reach its fifth cup of the Latin American League of League of Legends (LLA) and in this way the pass to Worlds 2022, an event that for the first time will have its initial phase in CDMX.

In total Club INFINITY has 29 championships in games as diverse as LoL, Valorant, Free Fire, FIFA, Gran Turismo, Dota2, among others. In addition to having participated in World Cup tournaments in South Korea, Iceland, United Kingdom, Rio de Janeiro, among others.

#### The BMW 2 Series Gran Coupé: driving pleasure heading to gamers' stadiums.

Within the 2022 reactivation of face-to-face activities of the INFINITY Club, the BMW brand assigned them a BMW M235i xDrive Gran Coupé. Which accompanies the INFINITY teams to the different face-to-face sports fairs that take place in the gamer stadiums of Mexico City.

The BMW M235i xDrive Gran Coupé was decorated with a personalized design, a vinyl car wrap, for the INFINITY Club, in which: the orange color alludes to its institutional logo; and the figures in the form of fire represent the passion that INFINITY players deliver in sports fairs.

#### LLA: the Clausura 2022 tournament begins.

INFINITY has the great challenge ahead of lifting its fifth cup in the Latin American League of League of Legends (LLA) and representing Latin America at Worlds 2022, an event that for the first time in history will have its initial phase in CDMX.

The Closing Tournament 2022 of the Latin American League of League of Legends (LLA) began on Saturday, June 11<sup>th</sup>, the regular season, playoffs and finals will take place between June, July and August. The official game schedule can be found on the RIOT Games official site: <https://lolesports.com/schedule?leagues=lla,msi>

It is important to mention that two years after the health contingency began, the matches will be reactivated at the Artz Pedregal Arena in person with a live audience. So those interested in attending can purchase their tickets on the official site of <https://www.cinemex.com>

Likewise, the live broadcasts of each of the matches will continue through the official RIOT Games channels on Twitch and YouTube:

<https://www.youtube.com/c/lla>

<https://www.twitch.tv/LLA>



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#### About Club INFINITY:

INFINITY is the main electronic sports club in Latin America. It was built on the success of its sports results in League of Legends (LoL) to later expand to various games on the continent. Among his main achievements in LoL, the Clausura 2018 championship of the North Latin American League (LLN) stands out, a triumph that led him to participate in the World Cup in Korea where he made history obtaining the best participation so far of a Latin American team. Likewise, in 2018 he won the grand finale played in Santiago de Chile against the champion of the South Latin American Cup (CLS) and has just been crowned two-time champion in 2021, obtaining the Apertura y Clausura of the Latin American League (LLA). In addition, and as part of its regional expansion, it is competing in the following Esports: FIFA eWorld Cup, PUBG, Counter-Strike, Gran Turismo, Dota2, Valorant, Free Fire and Free Fire FEM and Wild Rift. In 2019, a training and entertainment center opened in San José, Costa Rica under the name of Infinity Gaming & Training Center, becoming the first Esports club in Latin America to have a space of this type.

#### Website and social media:

[www.infinitysportslatam.com](http://www.infinitysportslatam.com)

TikTok: <https://vm.tiktok.com/JdfEeCV/>

BOOYAH: <https://booyah.live/studio/8986170>

Twitter: [https://twitter.com/InFinitye\\_sport](https://twitter.com/InFinitye_sport)

Twitter Mobile: <https://twitter.com/InfinityEMobile>

Instagram: [https://www.instagram.com/infinity\\_sports/](https://www.instagram.com/infinity_sports/)

Facebook: <https://www.facebook.com/InfinityEsportsLatam/>

Youtube: <https://www.youtube.com/channel/UCNwEvtAAfGbJeqYUmczAuBQ>

LinkedIn: <https://www.linkedin.com/company/11822100/admin/>

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#### About 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>



### About BMW Group Latin America

The BMW Group in Latin American has presence in the region with the three brands BMW, MINI and BMW Motorrad; as well as in some countries the sub-brand BMW i is also included. BMW Group Mexico began its activities at the end of 1994 and therefore celebrated in 2019 the 25th anniversary of its presence in this country. In Latin American region, the first importer was located in Ecuador in 1958, which has been active for more than 50 years.

The BMW Group has two plants in Brazil, one located in Araquari, Santa Catarina, focused on the production of cars. The other plant is located in Manaus, Amazonas, which is the first facility to manufacture two-wheelers for the brand outside of Germany. In July 2014, the investment of one billion dollars was announced for the construction and operation of a production plant in San Luis Potosí, Mexico; which began operations in 2019 with the production of the new generation of the BMW 3 Series, and in 2021 it was announced that it would expand its operation to include the manufacture of the BMW 2 Series Coupé that is exported all over the world.

In addition, it has a service and after-sales organization, which offers customer service.

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#### BMW Group PressClub

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