



Media Information
BMW M Motorsport
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Mbedded: Video documentary recounts the journey of Valentino Rossi as a BMW M works driver so far.

- The video documentary series Mbedded has been following Valentino Rossi since he signed with BMW M Motorsport.
- The documentary, presented in two parts, provides exclusive behind-the-scenes insights into all the key moments of the ongoing partnership so far.
- Link to part 1: http://b.mw/Mbedded_Rossi_1.
- Link to part 2: http://b.mw/Mbedded_Rossi_2.

Munich. Motorcycle legend Valentino Rossi (ITA) as a BMW M works driver is one of the major stories of the 2023 BMW M Motorsport season. It's not just a PR story, but a story of sporting success. Just a few months after signing his three-year contract, he clinched his first victories in the BMW M4 GT3 at Le Mans (FRA) and then at his home race at Misano (ITA). The celebrations were immense, for him, the BMW M Team WRT, BMW M Motorsport, and his enthusiastic fans who cheer for him like a pop star at every race. The video documentary series Mbedded closely followed Valentino Rossi, providing exclusive behind-the-scenes glimpses into all the pivotal moments of their partnership so far.

The Valentino Rossi Story, Part 1: http://b.mw/Mbedded_Rossi_1.

The first part begins with the contract signing and delivers the first piece of news – the collaboration is set for an initial three-year term. The documentary then follows Rossi through his first victory in the BMW M4 GT3 at Le Mans and the delivery of his BMW M road cars by BMW Italia at his private ranch.

The Valentino Rossi Story, Part 2: http://b.mw/Mbedded_Rossi_2.

The second part encompasses two major topics. First, the emotional victory for Rossi in the Fanatec GT World Challenge Europe Powered by AWS, alongside Maxime Martin (BEL), notably at his home race at Misano. Immediately



following, Rossi invited the entire BMW M Team WRT to a motocross event at his ranch – including spectacular imagery.

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