



BMW Group Middle East launches its first eSport tournament in the Middle East

17th May 2020 – Dubai, United Arab Emirates: In line with the BMW brand's major expansion and involvement in the world of computer, online and simulation games, BMW Group Middle East has announced the launch of its local initiative, Battle of The Gamers eSport tournament. This unique project is the first of its kind across the BMW Group worldwide and will be accessible for residents across the GCC and Levant markets.

With more time being spent at home during this period, BMW Group Middle East decided to launch the concept which comprises of three key elements: Online tournaments, in-game coaching programmes and monthly podcasts.

BMW: Battle of the Gamers is an innovative online-only tournament that will bring the best gamers across the region together, crowning the top teams and individuals. With a total prize pool of \$50,000 across multiple games, consumers will have the chance to play DotA, FIFA and Fortnite, with more games to be confirmed.

Tournaments will be held for three days a week over the next three months starting with DotA on the 14th May 2020. Selected games will include commentary from live streams and online viewing will be available post game.

BMW Group Middle East's in-game coaching programme titled **The BMW eSports Academy**, will enable casual players and pros alike to participate in online classes around gaming topics. Gamers can expect to receive insights from coaches, game super bosses, pro-gamers, influencers and game analysts.

For pro-gamers, BMW have organised a series of activities such as, preparation and training for tournaments, live chats and Q&A sessions, gamer journeys and clubs scouting. More relaxed gamers will be provided with technical coaching, tips, tricks and training sessions, the chance to join 1 v 1 challenges and even the opportunity to play with a pro coach.

BMW: Steering into Gaming, an exciting concept of online video-series and podcasts, will be conducted in collaboration with the movers and shakers of the gaming industry. This initiative has been developed to empower gamers to be on top of what is happening in the regional gaming industry.

Lars Nielsen, BMW Sales and Marketing Director of BMW Group Middle East, says, "As the eSports sector continues to expand and develop, we welcome this exciting addition to our array of marketing activities."



“Despite the Middle East being the world's fastest growing gaming market, e-Sports is still very much in a development stage. BMW Middle East intends to take the regional gaming ecosystem to the next level. We want to put emphasis on one of the world’s strongest gaming markets, encouraging both professional and casual participation and ultimately bring joy to consumers.”

“We can see the true power of eSports within the region and believe that this project will be a huge success.”

The automotive brand will be utilising Gamers Hub Middle East’s framework to launch their first eSport tournament.

For more information or to register, please visit:

English: <https://www.bmw-me.com/en/local-content/joyunleashed.html>

Arabic: <https://www.bmw-me.com/ar/local-content/joyunleashed.html>

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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 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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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