

Media Information  
13 August 2018

## Chasing records with the BMW M2 Competition

The compact high-performance sportscar showcases its full potential with unique stunts in the latest BMW M digital campaign

**Munich.** An eye-catching digital campaign presents the BMW M2 Competition (combined fuel consumption: 10.0 – 9.8 l/100 km [9.2-9.0]; combined CO<sub>2</sub> emissions: 227 – 224 g/km [209-206]\*) as a record breaker with very unusual tools: a high-power laser and a precision blade. The impressive films will be shown in BMW and BMW M social media channels.

Laser highlight clip:

<https://youtu.be/QzJeQOibd5s>

The BMW M2 Competition is out to break records. To deliver on this promise, the BMW M2 is drawing inspiration from world records set by humans. At first glance, these appear to have nothing to do with cars: cutting through more than 87 straw mats with a blade within a minute and popping over 63 balloons in 60 seconds with a laser beam.

Uwe Dreher, head of Brand Communications BMW, BMW i, BMW M: "The BMW M2 Competition showcases BMW M genes in their purest form. It is an exceptional car with outstanding dynamic performance, presence and handling. With our digital campaign, we capture the heart of our target audience right where they live and inform themselves: in social media. We provide the BMW M2 Competition with the perfect stage to demonstrate its qualities in impressive style."

For these spectacular challenges – attempted for the first time worldwide – a slightly modified BMW M2 Competition was brought to Cape Town. It comes with the same technology as the series-production vehicle, plus the additional features required for attempting the records: a high-energy laser installed into the front of the vehicle and a blade attached to the rear.

Following meticulous planning and testing, the course was set out and everything was ready: Rolled-up bamboo mats were arranged in semi-circles so that they could be cut by the blade on a drift; the balloons were set up in long straight lines angled

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sharply towards each other for quick turns. Fans will instantly recognise the shape of the letter M, the most powerful letter in the world.

Behind the scenes:

<https://youtu.be/2THZHbdji8g>

Technically, the BMW M2 Competition already has everything it takes to be a genuine record-breaker: At its core is a new engine based on the power unit used in the BMW M3 and BMW M4. The inline six-cylinder engine with M TwinPower Turbo Technology produces 410 horsepower and accelerates from 0 to 100 km/h in 4.4 seconds. For the first time, BMW M2 drivers will be able to use two selector switches in the central console to directly adjust various characteristics and settings for the engine, steering and Drivelogic functions, if M DCT is available. Optically, the BMW M2 Competition also shows its most expressive side: The revised front apron with a bigger, redesigned high-gloss black BMW kidney grille and the exclusive new Hockenheim Silver metallic finish give the BMW M2 Competition an even stronger presence.

“This is a very tricky bit of driving, it is virtually impossible,” says stunt coordinator Marc Higgins, talking about the set-up. “The demands on the BMW M2 Competition are immense. Every drift has to be performed with absolute precision; there is no room for error. A strong presence and agility naturally help a lot.”

“This challenge is now reaching its finale, after months of preparation. The driver is an expert in his field, but he needs the car to respond precisely to the slightest feedback from him. If the car does not respond, we will not break this record,” explained director Oison Tymon.

And the BMW M2 Competition kept its promises: Despite the complexity of the challenge, the high-performance sports car broke both records. After just a few attempts, 117 bamboo mats were cut and 79 balloons burst – both in precisely one minute.

To proof the authenticity of the stunts, real-time drone footage was captured of the BMW M2 Competition performing the stunts.

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Proof:

[https://youtu.be/L\\_LjpR1201Y](https://youtu.be/L_LjpR1201Y)

The BMW M2 Competition's record-breaking attempts are part of the "Same street. Different game." launch campaign and fit the tonality of the campaign perfectly. The extroverted motifs also reference the world of gaming, with high scores and record-breaking runs. That makes sense: From the start of communications, millions of fans worldwide were able to experience the new BMW M2 Competition virtually, within just a few hours of its world premiere at the Beijing Motor Show, in the popular [mobile racing game CSR Racing 2](#).

## Agencies

Jung von Matt

Hochkant Film

The values of fuel consumptions, CO2 emissions and energy consumptions shown are determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown considers optional equipment and the different size of wheels and tires available on the selected model and may vary during the configuration.

The values of the vehicles labeled with (...) are already based on the new WLTP regulation and are translated back into NEDC-equivalent values in order to ensure the comparison between the vehicles. [With respect to these vehicles, for vehicle related taxes or other duties based (at least inter alia) on CO2-emissions the CO2 values may differ to the values stated here].

The CO2 efficiency specifications are determined according to Directive 1999/94/EC and Pkw-EnVKV in its current version applicable. The values shown are based on the fuel consumption, CO2 values and energy consumptions according to the NEDC cycle for the classification.

For further information about the official fuel consumption and the specific CO2 emission of new passenger cars can be taken out of the „handbook of fuel consumption, the CO2 emission and power consumption of new passenger cars“, which is available at all selling points and at <https://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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