



Media Information
20 April 2020

Successful weekend for BMW esports partner teams at League of Legends championship finals.

- **Victories and final appearances in season's first major tournaments**
- **G2 overcome Fnatic to win LoL European Championship (LEC) Spring Split final**
- **Cloud9 triumphs in parallel event of the North American League Championship Series (LCS)**
- **#UnitedInRivalry and #UnitedAtHome – both tournaments held in full compliance with current social distancing rules**

Munich. A perfect illustration of what #UnitedInRivalry means – the weekend saw three BMW esports partner teams competing in two League of Legends tournaments. All three teams made it through to the final. The LoL European Championship (LEC) Spring Split final was contested by G2 from Germany and Fnatic from the UK. The British team advanced to the final via two match wins in two rounds, while the German team had to come through the losers' bracket after suffering a first-round defeat. But it was a different story in the final: G2 dominated the best-of-five match, scoring an emphatic 3:0 win. That was also the final score line in the parallel event of the North American League Championship Series (LCS), which was won by Cloud9. Throughout the entire tournament, the Americans only lost a single game in their matches against three opponents.

Normally, esports tournaments at this level take place on a stage, in front of a live audience of thousands of fans. This time, however, in keeping with the current social distancing rules, the teams remained in their respective headquarters – in the spirit of the #UnitedAtHome hashtag. However, the overarching #UnitedInRivalry motto governing the esports teams' partnership with BMW was just as much in evidence. The teams used this hashtag to verbally challenge their rivals through messages, posts and tweets on various social media channels and build excitement among themselves and their fans in the run-up to the matches.

In addition to Fnatic, G2 and Cloud9, BMW also supports Funplus Phoenix and T1 – in short, five of the world's best esports teams. This commitment includes comprehensive technology transfer to promote esports as well as the provision of eye-catching team vehicles.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-56097

Internet
www.bmwgroup.com



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Page 2

If you have any questions, please contact:

@BMW Group

Christophe Koenig
Spokesperson for BMW brand and marketing,
BMW Welt, esports, Powertrain Business Units
Phone: +49-89-382-56097
Email: christophe.koenig@bmw.de

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

The BMW Group

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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 133,778 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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