

Media Information
24 April 2012

Virtual driving pleasure with BMW models. BMW cooperates with Eutechnyx on Auto Club Revolution® online racing game.

Munich. Authentic driving pleasure is not just for the real world – as Auto Club Revolution, the new online racing game and car community for PC, demonstrates. Different BMW models can be configured for driving according to personal preferences. The online game from British game developer Eutechnyx features the BMW 1 Series M Coupé, the BMW 135i, the BMW M3 Coupé, the BMW M5 and the BMW Z4 M Coupé.

As exclusive launch partner, BMW was involved in the development of the online racing game from the early stages. Auto Club Revolution is not just a classic racing game with real-world tracks and realistically-detailed models, but is also designed to become an established forum for racing fans, automobile manufacturers and car enthusiasts. Over the long term, this is designed to develop into a strong community, with links to BMW channels.

There will also be an exclusive “BMW Experience” for BMW fans: a specially-designed game experience which includes a specially designed race track, where players will be able to demonstrate their driving skill just with the BMW 1 Series M Coupé. Once they have successfully completed this BMW challenge, players can transfer the BMW 1 Series M Coupé to the main game for free, and set new track records by themselves or with friends.

Andreas-Christoph Hofmann, Vice President Brand Communication BMW, Marketing services BMW Group: “Our customers are tech-savvy and love to be able to put their dream car together the way they want. Auto Club Revolution has the possibility to make our models accessible to a large number of car enthusiasts. It was extremely important to us that our models be portrayed realistically. In Eutechnyx we found a partner who shares our highest quality standards.”

“It is always a real challenge to build a vehicle’s distinctive handling accurately in a game – generating the models from CAD data is just not enough. To reproduce the handling of the BMW 1 Series M Coupé in Auto Club Revolution in an authentic manner, we first took it out on the real racetrack. That is the only way to know exactly how the car corners, for example,” said Doug Wolff, Auto Club Revolution Team Lead.

The BMW Experience will go online on 24 April at <http://bmw.autoclubrevolution.com>. All that is required to play the game is a PC with an internet connection.

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During the financial year 2011, the BMW Group sold approximately 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for 2011 was € 7.38 billion on revenues amounting to € 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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Eutechnyx is the world's leading independent racing game developer. With a history spanning over 24 years, the studio has won numerous awards for its million-plus selling titles and garnered exceptional acclaim in the business sector. As well as its headquarters in the Gateshead (UK), the company has studios in Hong Kong, Chengdu (China) and Charlotte (USA) and a publishing office in London (UK).

For more information, please visit press.eutechnyx.com.

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