

BMW Group

U.S. Press Information

Fact Sheet: BMW Team USA Sponsorship: Driving Athlete Performance

As part of its commitment to Team USA, BMW is applying its resources and technologies to advance the training and performance goals of Team USA athletes and hopefuls.

The following represent projects within BMW's technology transfer initiative that have been undertaken in the lead-up to the London 2012 Olympic Games in response to real-time data needs identified by USA Track & Field and USA Swimming, two of four national governing bodies (NGBs) sponsored by BMW.

BMW Velocity Measurement System – USA Track & Field

BMW's first technology transfer project was a velocity measurement system created in collaboration with sports scientists at the USOC and USA Track & Field.

Developed at the BMW Group Technology Office USA in Mountain View, Calif., the system captures an athlete in motion and automatically calculates and delivers performance metrics for coaches to use in training long jumpers. By measuring and providing real-time analysis of three key parameters in the execution of a long jump – horizontal approach velocity, vertical take-off velocity and take-off angle – the system is completely unique in its offering to coaches and athletes in training scenarios.

The technology is currently a permanent fixture at the Olympic Training Center in Chula Vista, Calif.

BMW Motion Tracking System – USA Swimming

BMW has collaborated with the high performance team at USA Swimming on a motion tracking system that analyzes a swimmer's dolphin kick within the allowed 15 meters of underwater swimming and provides quantitative performance data to coaches. Ricky Berens, 2008 Olympic gold medalist in the 800m free-relay, tested the system during the development process.

BMW's motion tracking system tracks six points on the swimmer's body – wrists, shoulders, hips, knees, ankles and toes – as well as kick depth and rate, allowing coaches to pinpoint the performance attributes of specific parts of the body and to see how well all parts are working together to increase speed.

This technology is the first of its kind to provide quantitative data analysis of a swimmer's movements in the water, which USA Swimming intends to apply in the evaluation of how major and minor adjustments in form and technique improve a swimmer's dolphin kick at starts and turns, where a race can be won or lost.

The technology is currently a permanent fixture at the Olympic Training Center in Colorado Springs, Colo.

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Technology Projects & BMW Vehicles

The advanced stereo-vision technology, robot perception and machine vision software algorithms utilized in these projects are not unlike those currently being tested in BMW's research vehicles to improve automotive active safety systems, such as object and pedestrian detection.

BMW Team USA Sponsorship

BMW Group (including BMW, MINI and BMW Motorrad) is the Official Mobility Partner of the United States Olympic Committee (USOC) and the U.S. Olympic and Paralympic Teams through 2016. BMW Group is also the Official Mobility Partner of four National Governing Bodies (NGBs) – USA Swimming, USA Track & Field, USA Bobsled & Skeleton, and US Speedskating.

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Journalist note: Information and visual assets about BMW Group, its U.S. Olympic partnership and its products in the US are available to journalists online at www.bmwgroupusanews.com and www.press.bmwna.com.

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