

Media information

09.03.2023

BMW Group and AirConsole host joint Developer Competition for In-Car Games.

+++ Competition taps into potential of global game developer community for in-car gaming of the future +++ Submissions possible by June 8th, 2023 +++

Munich/Zurich. The BMW Group and AirConsole are launching a competition to develop games tailored to the in-car experience. With this competition, the two companies are tapping into the potential of the global game developer community while developers are invited to pioneer the field of in-car gaming. The BMW Group and AirConsole will jointly promote the competition at the [Game Developer Conference \(GDC\) in San Francisco](#) (March 20-24, 2023).

Developers can submit their ideas and concepts as of today and until June 8th, 2023, via the official competition website at airconsole.com/in-car-contest-23. Among the submitted game concepts, the best four will be chosen as winners and will each receive 5,000 euros for the development of a prototype. If the prototype proves promising, AirConsole will fully fund the development of the game to then be included on the AirConsole platform. The winners are also invited to the BMW Group headquarters in Munich to see the result in action.

Stefan Butz, Vice President BMW Group Development for Entertainment and Apps: "This competition is a great opportunity for game developers to work with AirConsole to create engaging gaming experiences specifically for vehicles. We want to offer our customers a first-class entertainment experience and gaming is all about joy."

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Antti Makkonen, Director of Games at AirConsole, said, "As highlighted by the automotive industry at CES, gaming in the car is happening. Game makers need to start creating games for the car use-case, not just bring games to the car. Using phones as controllers inside the car makes playing accessible and fun for everyone, especially when considering that not everybody will own a game controller, or that playing directly on the car touch screen makes your arm tire quite fast."

The BMW Group chose nDream - the company behind the AirConsole brand - as a partner to bring casual gaming into the car through the BMW Startup Garage programme.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

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Date

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Subject

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Page

3

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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