

BMW Group

U.S. Press Information

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Mattel, AirConsole, and BMW Group Announce World Premiere of UNO® Car Party! for In-Car Gaming.

- UNO® Car Party! will begin rolling out to over 500,000 BMW and MINI vehicles through AirConsole starting August 21.

Woodcliff Lake, NJ – August 15, 2024...Mattel, Inc. (Nasdaq: MAT), AirConsole, and BMW Group announced today that Mattel's classic card game UNO® will be revealed next week for in-car gaming in Cologne, Germany at gamescom 2024, the world's largest, leading event for video games. Visitors to the AirConsole booth (Hall 10.1, Stand B028 - C029) will be the first to experience UNO® Car Party! in the new BMW X3, which tailors the world's #1 card game* for in-car gaming. The game will roll out via the AirConsole platform to over 500,000 BMW and MINI vehicles over-the-air on August 21st.

"We continue to increase the value of the overall digital experience for our customers," said Stephan Durach, Senior Vice President of the BMW Group Development Connected Company and Technical Operations. "Our partners AirConsole and Mattel are helping make in-car gaming into a new social experience, and I am thrilled to offer a family-favorite game like UNO® for this exciting innovation."

Mattel, AirConsole and BMW Group have transformed UNO® into a playable connected game in a brand-new environment: the car. Whether a family is at rest during a road trip, or a group of friends stop to figure out their next move, stationary drivers can use AirConsole's unique game controller system to connect any passenger to the game using their personal devices. Up to four players can experience the game that brings people together through its simple, universal

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gameplay that transcends languages and cultures. Vehicles must be in park to enable gameplay.

“UNO[®] beautifully illustrates the strengths of AirConsole with a game accessible to everyone, a bespoke integration to the car hardware and our phone controlled gaming experience,” said Anthony Cliquot, CEO of AirConsole. “Each player can secretly see their own cards on their phone while playing on the infotainment system of the car. This is an experience that would be impossible to achieve using only touchscreen or bluetooth controls on the infotainment system.”

“UNO[®] is perfect for in-car gaming because it's highly engaging and brings people together,” said Erika Winterholler, Head of Business Development, Digital Gaming at Mattel. “Its simple rules are easy to learn and endlessly captivating, making it ideal for both short pit stops and extended play sessions. UNO's[®] social nature turns every journey into a fun experience, and we're so excited to bring this spirit to consumers in an innovative way with our partners at BMW and AirConsole.”

Since 2022, the partnership between the BMW Group and AirConsole has been pioneering in-car gaming, bringing intuitive and innovative gameplay to BMW vehicles through the AirConsole platform. Its selection of games has grown since the introduction of AirConsole, with popular games such as “Who Wants to Be a Millionaire?”, which launched as an in-car world premiere in collaboration between Sony Pictures Television, BMW Group and AirConsole. AirConsole is available in current models with BMW / MINI Operating System 9 in combination with BMW Digital Premium / MINI Connected Package and with BMW Operating System 8.5** in combination with BMW ConnectedDrive Professional.

Over the past five decades, UNO[®] has maintained its legacy as a game with wildly unpredictable fun, spirited competition, and inclusivity. UNO[®] continues to surprise and delight fans through innovative offerings from top-line physical products, mobile games, live gaming events and premium collective card games; inclusive gameplay through products like UNO[®] Braille and culturally relevant products from fan-created UNO[®] memes to the UNO[®] Artiste series featuring the artwork of artists from yesterday and today.

*Source: Circana/Retail Tracking Service/G10/JAN-DEC 2023/Games Excl Trade Card Game Subsegment/Projected USD

**Available in Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Ireland, Italy, Malta, Netherlands, Norway, Latvia, Lithuania, Luxembourg, Poland, Portugal, Romania, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, USA. In Australia, Japan, New Zealand, Thailand, South Africa, India, Indonesia, Singapore, Malaysia only available with Personal eSIM and BMW Operating System 8.5. Not available in BMW 2 Series Coupe, 3 Series and 4 Series.

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BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 350 BMW passenger car and BMW Sports Activity Vehicle centers, 144 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at www.mattel.com.

About AirConsole

AirConsole is the world's leading platform for in-car gaming, transforming vehicles into immersive multiplayer experiences with a diverse range of games. AirConsole allows players to instantly connect their smartphones and use them as game controllers.

www.airconsole.com

Linkedin: <https://www.linkedin.com/company/n-dream-ag/>

Youtube: <https://www.youtube.com/@Airconsole>

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