

Media Information
23 October 2015

BMW M2 Coupé premieres in Need for Speed this November

Virtual M feeling ahead of market launch

Munich. BMW and Ghost Games™, an Electronic Arts Inc. studio, announced that gaming fans will be able to enjoy a virtual experience of the new BMW M2 Coupé ahead of the car's market launch. The game is starting at 3 November 2015. With over 20 years of history, Need for Speed™ is one of the most iconic names in gaming, and in the latest instalment BMW M GmbH's newest family member will be part of the gaming experience from the start.

Need for Speed is synonymous with fast-paced video-game action and accurately-detailed cars. The exceptionally realistic virtual model of the BMW M2 Coupé will be available from the start and can be customized to suit personal preferences. The BMW M2 Coupé is also an integral part of the game plot outside of the different free race modes. The BMW M3 Evolution II (E30), the BMW M3 (E46), the BMW M3 (E92) and the new BMW M4 Coupé are additional options alongside the BMW M2 Coupé.

Both in the virtual and real world, the BMW M2 Coupé raises the bar for driving dynamics and agility in the high-performance compact sports car segment. Its newly-developed three-litre six-cylinder engine with state-of-the-art M TwinPower Turbo technology delivers 272 kW/370 hp with 6,500 min⁻¹ (combined fuel consumption: 8.5 l/100 km; combined CO₂ emissions: 199 g/km)¹. The BMW M2 Coupé's signature M design hints at its exceptional performance potential and ensures that it is instantly recognisable as the newest member of the BMW M family – with impressive features such as a low front apron with large air vents, muscular flanks with characteristic M gill elements and broad rear end with hallmark M twin-tailpipe exhaust system. Full racetrack capabilities are assured by M Compound high-performance brakes and electronically-controlled Active M Differential, as well as the Dynamic Stability Control system's M Dynamic Mode (MDM) for controlled drifts.

Integration of vehicles into video games is an integral part of the BMW Group's marketing strategy. In this way, classic and current BMW Group cars are not just

¹ Fuel consumption figures calculated on the basis of the EU test cycle, depending on tyre format.

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presented passively as an image or a trailer, but can also be experienced interactively by a wide audience.

The cooperation with Need for Speed benefits both partners. The playability of the new BMW M2 Coupé before it hits real roads is an important aspect of the game's marketing activities. From the BMW perspective, Need for Speed provides access to a diverse, emotionally-intense and enthusiastic audience, with the opportunity for fans of the brand to experience the new BMW M2 Coupé ahead of its market launch. The video game will also be used in online and social media communications and point-of-sale marketing.

"BMW M represents passion and fascination for high-performance sports cars. Need for Speed is the ideal platform to introduce our exciting BMW M2 Coupé to fans of the series and the BMW M brand, ahead of its market launch," according to Dr. Steven Althaus, Director of BMW Brand Management and BMW Group Marketing Services. "Our cooperation with Electronic Arts once again shows how modern marketing always opens up new areas with benefits all round."

"We're delighted to be partnering with BMW, and especially to be premiering the BMW M2 Coupé in Need for Speed," said Edd Newby-Robson, Senior Marketing Director, Ghost Games. "Close relationships with manufacturers has always been a key pillar for us to create the authentic experiences that our fans expect, and BMW have been incredibly supportive when it comes to helping us facilitate that."

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Need for Speed

Need for Speed launches November 3 in North America, and November 5 worldwide on PlayStation®4 computer entertainment system and Xbox One, the all-in-one games and entertainment system from Microsoft. The game will release on Origin™ for PC in Spring 2016. Join the Need for Speed conversation on [Facebook](#), [YouTube](#) and [Twitter®](#). Press assets for Need for Speed are available at <http://info.ea.com>.

This title is rated PEGI 12. For more information please see www.pegi.info.
Need for Speed is a trademark of Electronic Arts Inc.

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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