

AUTOMOTIVE

BMW previews new model in mobile racing game

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BMW's M2 Competition will appear in CSR Racing 2. Image credit: Zynga

By STAFF REPORTS

German automaker BMW is working with game developer Zynga to introduce the BMW M2 Competition model to Zynga's augmented reality mobile racing game CSR Racing 2.

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As part of the partnership, players of CSR2 will be able to virtually drive the M2 Competition before it makes its debut on the streets. The partnership makes use of the large following Zynga's mobile games have drawn over the years to promote the new BMW model to potential buyers.

"We're excited to bring the ultimate driving experience of the M2 Competition first to CSR2 drivers across the globe," said Tobias Weber, head of global entertainment marketing and product placement for BMW, in a statement. "Our development team worked in tandem with CSR2 to deliver players the fully charged exhilaration of the BMW M2 Competition, digitally recreating its powerful engine, sleek design and unmatched ability just as it will appear on real-world roads."

Mobile racing

Zynga's CSR2 is a popular mobile racing game that makes use of augmented reality as part of its gameplay.

Many of the vehicles featured in CSR2 are real models from automotive manufacturers, recreated to be drivable in the game.

Now, CSR2 is adding another big name model to its roster by partnering with BMW to recreate the M2 Competition for use in the game.

Zynga worked alongside BMW to ensure that the virtual rendition of the car was accurate. From the interior seats and performance down to the sound of the engine, the virtual M2 Competition is painstakingly close to the real thing.

CSR2 already features BMW cars in its stable of obtainable vehicles. Zynga notes that there are more than 3 million races played each day featuring BMW cars, making it one of the more popular manufacturers in the game.

Partnering with mobile games may seem a strange strategy for luxury brands, but it is not without precedent. French

leather goods house Herms, for instance, is looking for a ringer via mobile gaming in an effort that aligns with its yearlong mission to connect with consumers in a playful manner.

Each year Herms adopts a theme for its annual branding, and for 2018 it is looking to take on a more whimsical approach with a "Let's Play" moniker. Herms is taking a literal approach to its playful strategies with a mobile game that also incorporates its equestrian roots ([see story](#)).



BMW's subscription service. Image credit: BMW

"As the leading racing game on mobile, CSR2 is the perfect platform to introduce the M2 Competition to car lovers around the world," said Bernard Kim, president of publishing for Zynga, in a statement. "We're proud to partner with BMW in reimagining how leading auto manufacturers introduce their new vehicles to global audiences by giving our players the ability to experience the M2 Competition just days after its global unveil."

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