

AUTOMOTIVE

BMW lands blockbuster product placement with Marvel

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Scarlett Johansson and Florence Pugh driving the X3 in *Black Widow*. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is returning to the silver screen through a new collaboration with Marvel Studios.

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BMW is making its debut in the Marvel Cinematic Universe (MCU) in *Black Widow*, a spy thriller starring Scarlett Johansson and Florence Pugh. Appearing alongside the action stars will be the BMW X3 and BMW 2 Series Gran Coup, with other more BMW vehicles scheduled to appear in upcoming Marvel movies.

"This is the very first time BMW has worked with Marvel Studios and the result is just stunning," said Jens Thiemer, senior vice president customer and brand BMW at BMW Group, in a statement. "Having the BMW X3 and the 2 Series Gran Coup playing key roles in *Black Widow* is part of our marketing strategy, adding strong emotional value to the communication of these models.

"As emotional and thrilling stories play an increasing role in our brand communication, we are definitely looking forward to continue working with Marvel Studios," he said.

BMW x *Black Widow*

Black Widow is set to premiere in U.S. theaters and on streaming platform Disney+ on July 9. It was originally scheduled for release in May 2020, before being postponed due to the COVID-19 pandemic.

The film stars Ms. Johansson in the titular role as a spy confronting her dark past. Since 2010, she has appeared in several MCU films as the Black Widow, the alter ego of Natasha Romanoff.

"There is no better vehicle to take us on Natasha's journey as she sorts her past than a BMW," said Mindy Hamilton, senior vice president of partnership marketing at The Walt Disney Company, in a statement. "The X3 and 2 Series Gran Coup are sleek and agile, just like Black Widow, and we are so excited for the world to see where we've been together in July."

BMW goes behind-the-scenes of the new Marvel movie

In the new blockbuster, the BMW vehicles appear in several action sequences. After filming, the two cars were

shipped from the set to Munich, where they are on display in a special exhibition at BMW Welt.

BMW has also created an Emotional Virtual Experience (EVE), which allows consumers to virtually experience the X3 and 2 Series Gran Coup through a photorealistic 3D representation. The EVE is now available at more than 2,000 BMW dealerships and branches worldwide.

The automaker is no stranger to product placement, having appeared in several major films, including 2018's *Mission: Impossible Fallout* ([see story](#)).

Marvel Studios partnered with German automaker Audi since its first film, 2008's *Iron Man*. The Audi e-tron was most recently seen in 2019's *Captain Marvel* and *Spider-Man: Far From Home* ([see story](#)).

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