



Media information
08 August 2024

Design contest for the new BMW 1 Series debut in Rocket League.

+++ New edition of the premium compact model finds its way into a popular gaming classic +++ BMW and Epic Games launch Decal design competition ahead of Rocket League Season 16 +++

Munich. With the upcoming Rocket League Season 16, the new BMW 1 Series will make a spectacular debut in the popular online video game from Epic Games. Rocket League is an action-packed car soccer game in which players try to kick a ball into the opponent's goal using a variety of rocket-powered vehicles. Players can compete alone or in teams of up to three, using ingenious strategies and spectacular stunts to achieve victory. Before Season 16 begins, BMW and Epic Games are launching a competition and calling on the global gaming community to design a Decal for the new BMW 1 Series according to their personal wishes. The winning design of the Rocket League x BMW Decal Design Contest will then be integrated into the game as part of a mid-Season patch.

Customisation of their vehicles is a key part of the gameplay experience in Rocket League. A variety of Decals, Wheels and other add-on parts that can be applied to the vehicles offer a wide range of options for expressing your personality. The ability to customise vehicles encourages creativity and increases the motivation to stand out from other players by unlocking new design elements. The new BMW 1 Series will be available in the game in Skyscraper Grey metallic paint and can be customised with Universal Decals, Wheels, Toppers and Antennas. This will include exclusive Decals and liveries developed by BMW in collaboration with Epic Games.

Launch of the Rocket League x BMW Decal Design Contest.

To build excitement for the start of Season 16 and challenge players' creativity, the renowned game developer and premium car manufacturer are combining the debut of the new BMW 1 Series with the Rocket League x BMW Decal Design Contest. Between 9 and 30 August 2024, players will have the opportunity to create their own Rocket League Decal design for the new BMW 1 Series. Participants are provided with two-dimensional sketches showing the car from different perspectives. The templates can be downloaded at b.mw/DecalContest and customised using the tools of your choice. Whether digitally on the computer, with a pencil or in oil or watercolours, there are no limits to creativity. Finished designs can be submitted via Instagram and X using the hashtags [#RocketLeagueBMWDecalContest](https://www.instagram.com/hashtag/RocketLeagueBMWDecalContest) and [#Contest](https://www.instagram.com/hashtag/Contest).



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In mid-October, the best designs will be selected during an award show livestream. The top three finishers will receive prize money of \$3,000 for the winner, \$2,000 for the second place and \$1,000 for the third place. The winning design will be available immediately after a mid-Season patch in Rocket League for all players who have already purchased the new BMW 1 Series through Rocket Pass Premium.

The new BMW 1 Series: A pioneer for the fun of gaming in the real world as well.

In the real world, too, the new BMW 1 Series is an exciting proposition with its sporty character and advanced level of digitalisation. It embodies the brand's hallmark driving pleasure in the premium compact segment with its dynamic design, a completely revised drive portfolio and extensively enhanced chassis technology. The latest version of the BMW iDrive display and operating system, based on BMW Operating System 9, offers an innovative user experience. It provides the basis for a highly individual selection of digital services, which are available to customers with the BMW ConnectedDrive upgrades and the new BMW Digital Premium offer.

This also includes in-car gaming on the BMW Curved Display with the AirConsole platform, which offers a constantly growing selection of casual games. The range includes classics such as "Who wants to be a millionaire?" and titles such as "Starlit Kart". These allow drivers and passengers to spend time in a stationary vehicle, either alone or in multiplayer mode. All you need is your smartphone, which acts as the controller. This makes the new BMW 1 Series the pioneer of gaming fun in its segment.

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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.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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