

Media Information
20 August 2024

High-tech World Premiere: Home games of FCBB in BMW Park to be permanently played on a full video glass floor.

+++ Innovative full LED Glass Floor permanently installed in the BMW Park +++ Full video floor offers an extraordinary spectator experience +++ Kick-off at the season opening against Chemnitz +++ Premiere in 2023 caused excitement +++

Munich. A world first in the BMW Park: FC Bayern Munich Basketball will now permanently play its Bundesliga home games in Munich's Westpark on a high-tech full video floor. This makes the BMW Park the first professional sports venue in the world to have a full LED video glass floor permanently installed. Last September, at the premiere game in the BMW Park, BMW had brought the innovative floor into the stadium and already created a novelty with that: For the first time, a professional league game was played on a high-tech video sports floor made of glass.

"Since the beginning of our mobility partnership with FC Bayern Munich Basketball, we have been striving to offer the fans in our shared home of Munich in the BMW Park a premium spectator experience," said Bernd Döpke, Head of BMW München: "We are proud that our initiative last year has given the impetus for the high-tech video floor to be permanently installed this season, making the BMW Park the first sports arena in the world to have such a floor permanently installed. Spectators in the BMW Park will experience a new level of technological progress and innovation, which our BMW vehicles also stand for."

The innovative full video floor was developed in Bavaria, displays animations and graphics that are visualized across the entire interior floor, and meets the highest safety standards for athletes. In addition, the technology can display real-time data such as player and ball tracking systems. In addition to FC Bayern Munich Basketball, the volleyball Bundesliga team from Herrsching also plays home games on the glass floor in the BMW Park, and the city of Munich is offered an even more spectacular location for entertainment and music events and other events through the installation.

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After the 98:87 BBL opening victory of Bayern against Mitteldeutscher BC in September 2023, fans, the public, and the players reacted with great enthusiasm to the innovation. "I really liked the video floor at the opening game last year; it was truly a cool experience. Back then, I already said that I could get used to it," said Andreas Obst, basketball world champion: "Now we are all excited that we can play our home games at BMW Park permanently on this full-LED video floor and continue to train there – and that as the first professional team in the world."

In the 2024/2025 season, FC Bayern Munich Basketball will also play Bundesliga home games in the BMW Park. In the previous season, the new "living room" became a real fortress for the team around Obst: The Reds won 16 of their 17 regular season games in the BMW Park – the foundation for the sixth German championship in the club's history.

The mission to defend the title starts for the team of new coach Gordon Herbert on September 20 with the BBL opening game against the Niners from Chemnitz in Munich's Westpark. Then the high-tech full video floor in the BMW Park will be used again for the first time.

If you have any questions, please contact:

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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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