





**ULTIMATE  
DRIVING  
MACHINE**

# DRIVING



PLEASE EXPLAIN  
THE SENSATION OF  
DRIVING A BMW.

UHM...









I was already on pole and I just kept going.

[seconds passed]

Suddenly I realized I was no longer driving the car consciously.

I was driving it by a kind of instinct, only I was in a different dimension.

– Ayrton Senna, F1 Badass



# INSIGHT

You can't explain driving  
a BMW because  
the feeling is  
subconscious.

# INSIGHT

You can't explain driving  
a BMW because  
you're in a state of flow.

# FLOW

MENTAL STATE

FULL IMMERSION IN AN ACTIVITY

AN ENERGIZED PERSON  
FOCUSED ON A SINGULAR IDEA

# DYNAMIC

PHYSICAL STATE

CONSTANT ACTIVITY

AN ENERGETIC PERSON  
FULL OF NEW IDEAS

## THE DRIVER

MENTAL STATE

FULL IMMERSION IN AN ACTIVITY

AN ENERGIZED PERSON  
FOCUSED ON A SINGULAR IDEA

## THE CAR

PHYSICAL STATE

CONSTANT ACTIVITY

AN ENERGETIC PERSON  
FULL OF NEW IDEAS

A photograph of a dirt road winding through a dense forest. The road is paved with light-colored gravel and curves to the right. The surrounding trees are tall and green, with sunlight filtering through the canopy. The overall atmosphere is peaceful and natural.

**DRIVING AS FLOW**

ACTIVITY	HAPPINESS	MOTIVATION	CONCENTRATION	FLOW
WATCHING TV/ READING	0	++	-	-
EATING	++	++	-	0
TALKING/ SOCIALIZING/SEX	++	++	0	+
ROUTINE DRIVING	0	0	+	+
SPORTS/ THEATER/ ART	++	++	+	++

-- VERY NEGATIVE  
 - NEGATIVE  
 0 NEUTRAL  
 + POSITIVE  
 ++ VERY POSITIVE

# INSIGHT

**IF DRIVING AS ROUTINE =  
MINIMAL FLOW**

**AND SPORT/THEATER/ART =  
ULTIMATE FLOW**

# INSIGHT

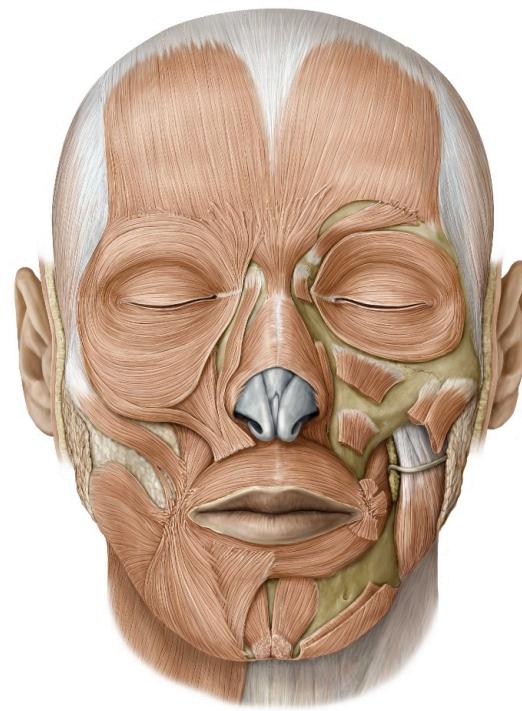
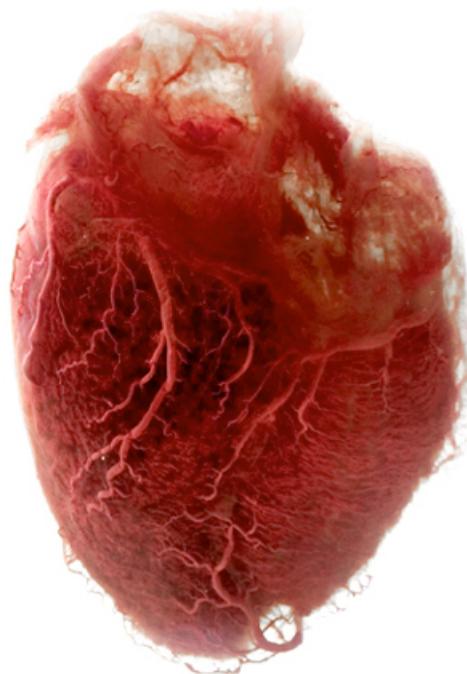
THEN BMW SHOULD EMBODY:

DRIVING AS SPORT  
DRIVING AS THEATER  
DRIVING AS ART

**DRIVING  
AS SPORT**



# PHYSICAL RESPONSE



SOMEWHERE BETWEEN  
PEAK AND CALM IS MAGIC

!!!

...

# PHYSICAL MUSCULAR RESPIRATORY



HIROMU NARUSE  
TOP TEST DRIVER FOR

DRIVING AS  
THEATER











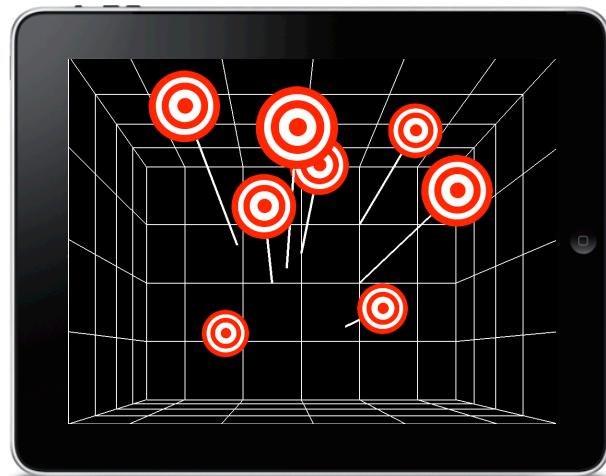
U.S. Robotics®

A S D D S R C A R Q F A X H O

**SPORTSTER® Voice**

56k Faxmodem  
with Personal Voice Mail





**RED BULL  
FLUGTAG.**



**DRIVING  
AS ART**

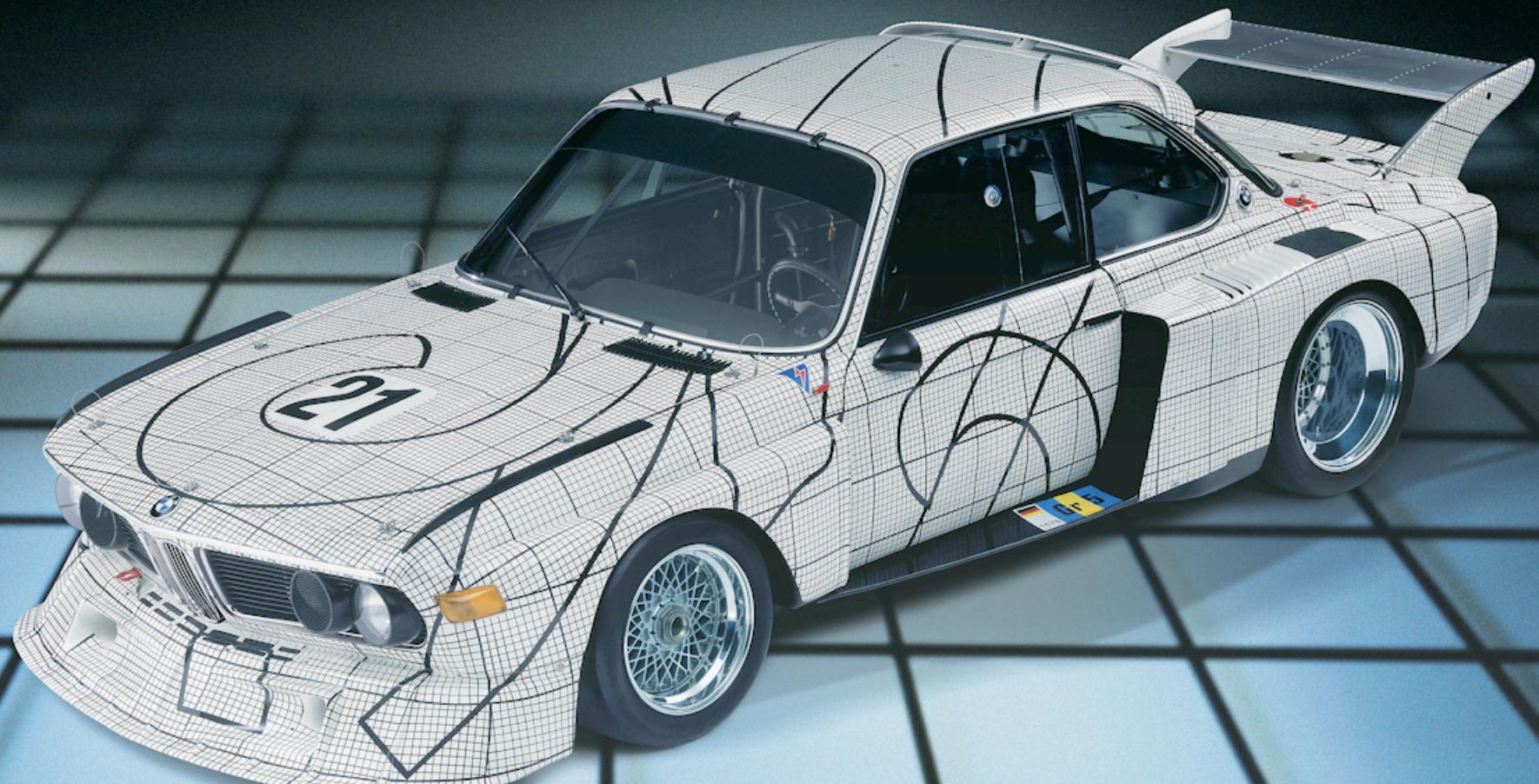




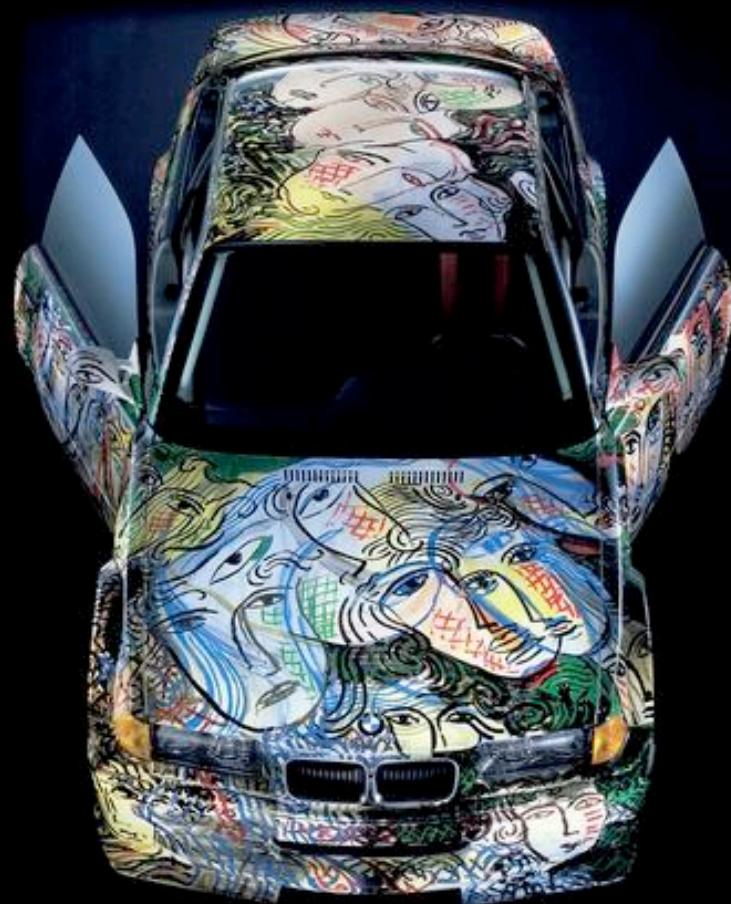
















**ULTIMATE**  
**DRIVING**  
**SPORT**

# ULTIMATE DRIVING THEATER



# ULTIMATE DRIVING ART



**ULTIMATE  
DRIVING  
MACHINE**

# ANTHEM

TV | :60 | BMW

vO: Only 5 men can describe what it feels like to beat All.

In person, the Mona Lisa is art, but in a book she's just a picture.

You can remember when you lost your virginity.

Why?

Because you can't really describe something until you've touched it, felt it, done it.

It's why the average life is 2.5 billion seconds long.

And only 9.58 of them will be golden.

Ultimate is only understood through experience.

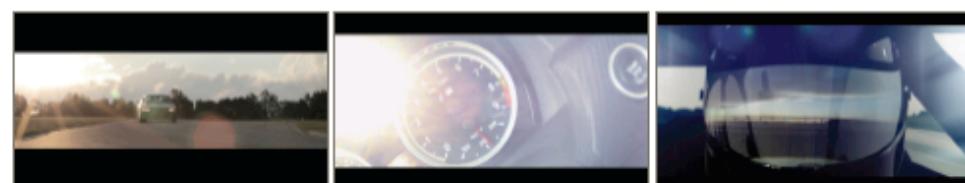
Which is why you'll never know the feeling of driving a BMW

Until you do.

SUPER: You'll never know until you drive one.

BMW. The Ultimate Driving Machine.

[bmwusa.com](http://bmwusa.com)



# CLIFF

TV | :60 | BMW

We follow two concurrent moments, each a stylized flicker of a memory.  
Each VO line prompts the next sensory angle of the experience.

[A man climbs a craggy seaside cliff]  
[Sleek lines of an ambiguous, yet sexy, X1 with its door open, awaiting driver]

VO: You can see it.

[Feet edge up to a cliff-diving spot, look down, vertigo]  
[Hands on the steering wheel, press the ignition button]

VO: You can feel it.

[The sea birds on a craggy seaside cliff jar the diver out of the moment]  
[An intimidating BMW engine ignites]

VO: You can hear it...

[The ocean crashes nearby, exhaling salty mist]  
[The car lunges forward, aggressively kicking up dust like a bull]

VO: ...smell it, and taste it.

[The man jumps off the cliff – it's the moment before he begins descending]  
[The BMW driver shifts into first and the engine explodes in a rage]

VO: But your senses can never stack up...

CUT TO BLACK.

VO: ...to the indescribable.

We aggressively explode into music and imagery, mostly centered on the X1  
showcasing its awesomeness, peppered with moments from the cliff dive.

[The cliff diver hits the water and looks upward with joy]  
[The BMW X1 rips around corners with incredible speed and agility]

We cut out again, abruptly showcasing the completely silent moments before taking action.

[The cliff diver leans over the edge and looks down, a pebble falls]  
[The X1 awaits, door open, on the side of a winding, incredible road]

SUPER: You'll never know until you do.

CARD: BMW – The Ultimate Driving Machine  
[bmwusa.com](http://bmwusa.com)



[bmwusa.com](http://bmwusa.com)

# THE DATE

TV | :30 | BMW

A sexy and sophisticated woman in her mid to late 30s is standing in front of a restaurant in Los Angeles, awaiting her date. He's clearly late. Her phone buzzes. It's a text from someone named Oliver.

TEXT: Sorry. Have to cancel again.

The woman gives an "again?" eye-roll, and grabs her keys from her purse. She walks over to her 6 Series parked out front and gets inside. She presses the ignition and is immediately transported out of the situation. She has an idea and shifts into drive.

We cut to her on a long, aggressive drive up the Pacific Coast Highway. She cracks a mischievous smile as the car flies around corners.

She pulls up to a beautiful, moonlit view of the ocean some time down the road and gets out. She sits on a rock overlooking the beautiful, moonlit ocean. Her phone buzzes. It's another text, this time from Kristen.

TEXT: How was it?

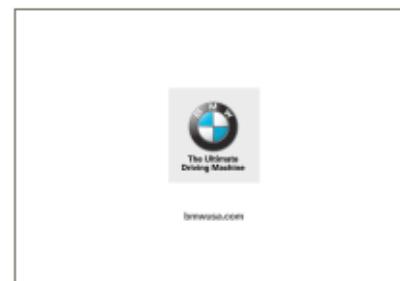
Our girl types back.

TEXT: So. Good.

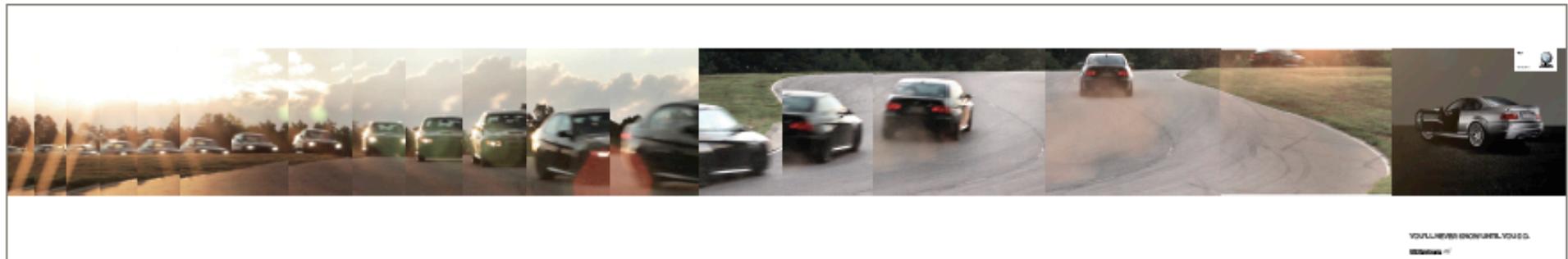
We abruptly cut to the 6 Series with its door open, awaiting its next driver.

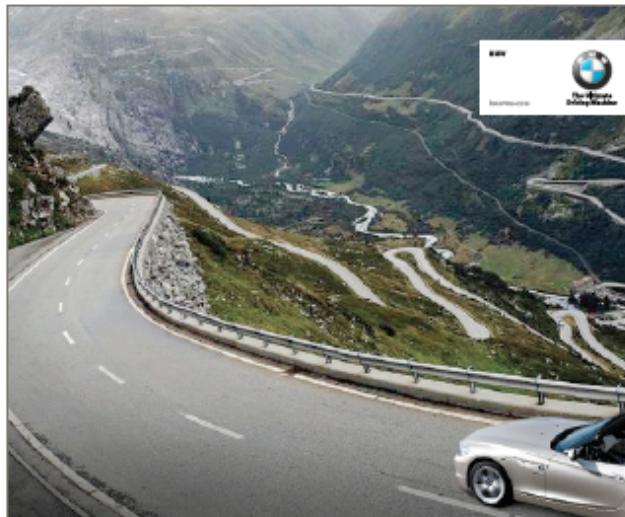
SUPER: You'll never know until you do.

CARD: BMW – The Ultimate Driving Machine  
[bmwusa.com](http://bmwusa.com)



# BRAND INSERT





## ONE DAY YOU'RE A VIRGIN. ONE DAY YOU'RE NOT.

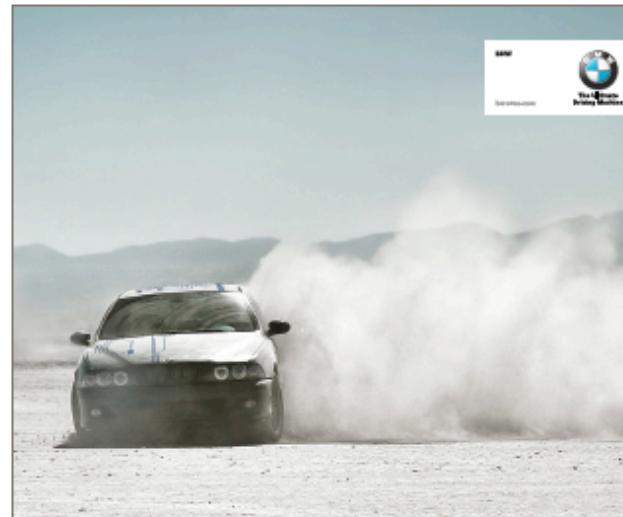
You'll never forget your first drive in a BMW. It's a road I've turned. With perfectly balanced handling.

Steering responsive but feels like a piston. And after only a few.

Driving now feels like a sport. And after only a few.

Drive one and you'll see things differently. Avoiding traffic is no longer a challenge—it's an invitation to hug a curve. To dance through the turns until your heart pounds. No other car that can do that can compete.

**BMW EfficientDynamics**  
Learn more at [bmwusa.com/efficientdynamics](http://bmwusa.com/efficientdynamics)

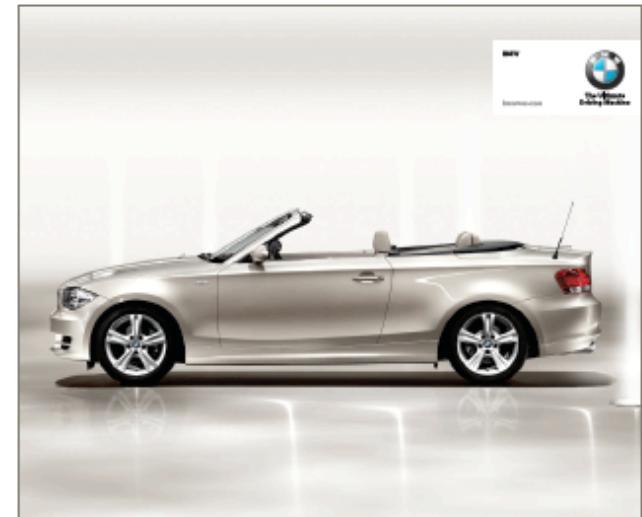


## WE DIDN'T WAIT UNTIL IT WAS POPULAR. WE WAITED UNTIL IT WAS RIGHT.

We aren't the first to introduce an all-electric car. We're the first to introduce an all-electric BMW. The ActiveE is built on the 1 Series chassis with a 105 kW electric motor and the dynamic handling you expect from a BMW. See it produce zero emissions but access fun.

EfficientDynamics is about responsibility without sacrifice. The ActiveE is proof that you can do something that's good for the planet, and your soul. It's the no-compromise solution that was worth waiting for.

**BMW EfficientDynamics**  
Learn more at [bmwusa.com/efficientdynamics](http://bmwusa.com/efficientdynamics)



## IF GOD IS IN THE DETAILS, A BMW ENGINEER IS GOING TO FIND HIM.

On our pursuit, we'll never be building car nothing gets overlooked. There's no gray area. Everything is exactly right and is something less. After all, you don't build The Ultimate Driving Machine by making most of it great.

We believe that driving is supposed to be a soul-stirring, heart-pounding experience. So every idea, every part, every single thing about a BMW is scrutinized. Tested. Improved. Or totally redesigned. It makes for hell of a ride.

**BMW EfficientDynamics**  
Learn more at [bmwusa.com/efficientdynamics](http://bmwusa.com/efficientdynamics)

New car pictures, prices and reviews at [autos.yahoo.com](http://autos.yahoo.com)

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IT'S NOT THE ULTIMATE-READING-ABOUT-IT MACHINE.

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THE ALL-NEW BMW 3 SERIES

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Car Finder Search for cars by price, engine, transmission, and more.

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Price Body Style Driving and Performance Fuel Seating and Capacity

Vehicle Spotlight

The 2011 Acura MDX

300-hp, 3.7-liter, VTEC V-8 and 7-passenger seating

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Tips and Advice

Hybrids, Plug-ins to Emphasize Emergency Power Potential

Some car manufacturers are working to add electrical output capacity to their hybrid and plug-in vehicles.

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Progressive | GEICO |

# THE ULTIMATE DRIVERS

As part of the BMW Unscripted film series we focus our cameras on the Ultimate Drivers — a group of BMW owners whose devotion knows no limit. This isn't something we manufacture. Far from it. These are real stories as told by real drivers. Like the man who got a BMW engine tattooed on his body. The woman who drove her BMW around the world, twice. The couple who named their firstborn child Bimmer. And so on. But even upon seeing the stories, even upon hearing the words, viewers are still left with a very reasonable question. Why would anyone do this? To which of course there's only one answer. You'll never know until you do.



YOU'LL NEVER KNOW UNTIL YOU DO.



[bmwusa.com](http://bmwusa.com)

# THE ULTIMATE DRIVERS - ONLINE FILMS

1. Here's to getting married in a house of worship
2. Some people will never understand this.
3. Some people have a BMW their entire lives. Some a bit longer.
4. A labor of love in 10,000 pieces.



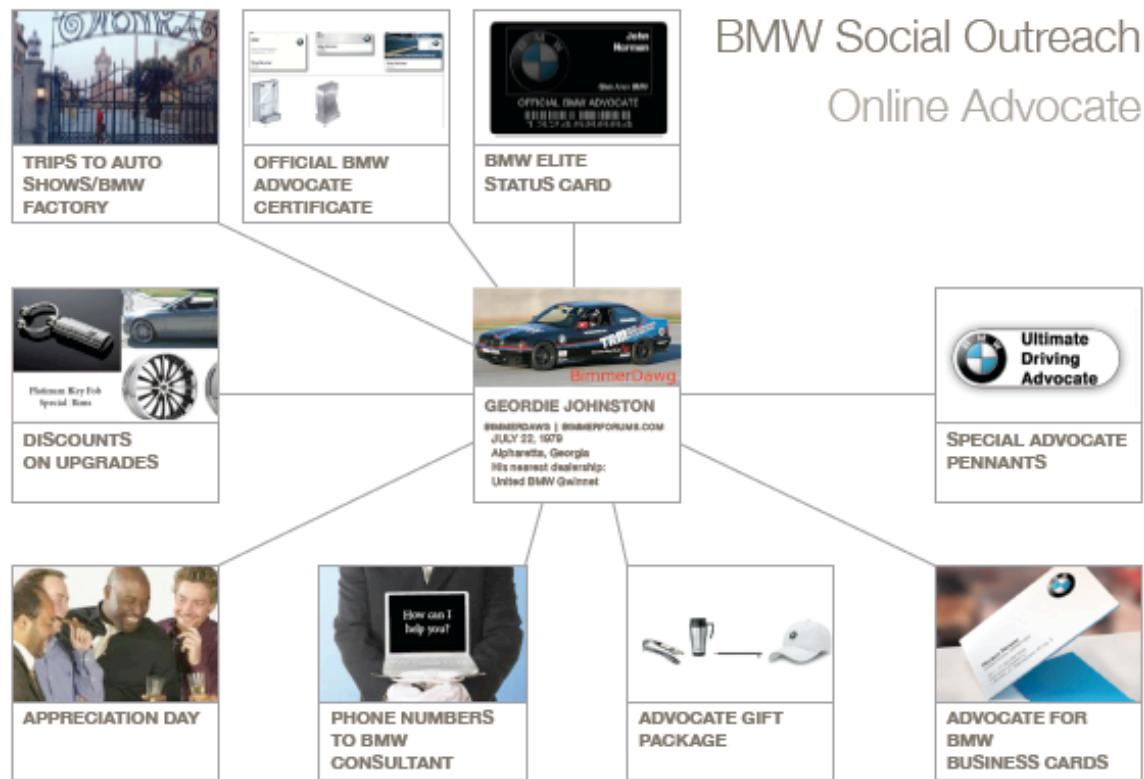
# REWARDING THE ULTIMATE DRIVERS

Reaching out to forums and advocates.

This program will help dealers identify people in their community who are thought leaders and influencers in the car purchase world. While it may seem like they are anonymous online posters in forums and websites, we actually know a lot about them. We'd like to help local dealers incentivize these people to be more active in directing purchasers into the dealership by making them local celebrities, at least in the dealership.

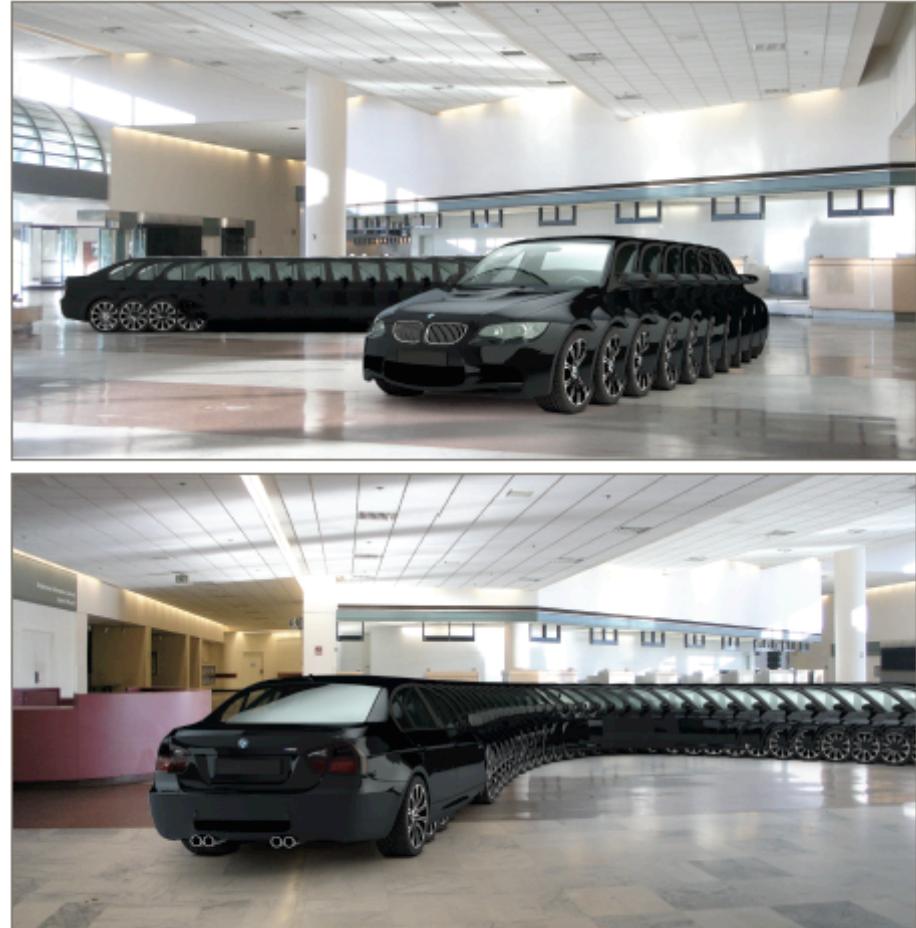
This program will tie online advocates into the real-world sales funnel with small but socially important incentives.

## BMW Social Outreach Online Advocate



## MOTION INSTALLATION

Let's further expand on the "you'll never know until you do" idea by creating a visual manifestation of what it's like to drive a BMW. We'll build a repeating installation that showcases how when driving a BMW, it's almost as if time freezes. We'll then punctuate the impressive visualization with our tagline, saying that even though this is what it might look or feel like, you'll never know what it's truly like until you get behind the wheel.

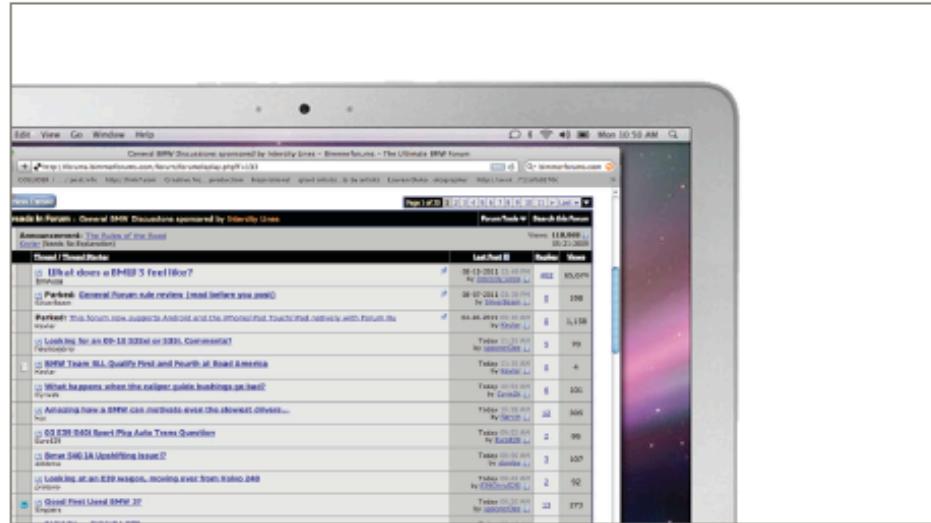


#BMW3FEELSLIKE

# #BMW3FeelsLike

BMW Forums

Strategic postings in the most popular BMW forums kick off the "Feel like" movement with the brand's staunchest supporters. They're already talking about our cars, we just encourage them to share their conversations with the world.



Last Post	Replies	Views
05-12-2011 11:30 AM by <a href="#">bmwusa</a>	102	10,000
26-07-2011 03:38 PM by <a href="#">SilverBeam</a>	100	
05-08-2011 09:40 AM by <a href="#">Kevilar</a>	1,158	
11-08-2011 09:40 AM by <a href="#">bmwusa</a>	99	
Today 01:31 AM by <a href="#">bmwusa</a>	9	
Today 01:31 AM by <a href="#">Kevilar</a>	4	
Today 01:31 AM by <a href="#">bmwusa</a>	6	100
Today 01:31 AM by <a href="#">Kevilar</a>	100	
Today 01:31 AM by <a href="#">bmwusa</a>	100	
Today 01:31 AM by <a href="#">Kevilar</a>	100	
Today 01:31 AM by <a href="#">bmwusa</a>	2	99
Today 01:31 AM by <a href="#">Kevilar</a>	2	100



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05-08-2011 09:40 AM by <a href="#">Kevilar</a>	1,158	
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Today 01:31 AM by <a href="#">bmwusa</a>	9	
Today 01:31 AM by <a href="#">Kevilar</a>	4	
Today 01:31 AM by <a href="#">bmwusa</a>	6	100
Today 01:31 AM by <a href="#">Kevilar</a>	100	
Today 01:31 AM by <a href="#">bmwusa</a>	100	
Today 01:31 AM by <a href="#">Kevilar</a>	100	
Today 01:31 AM by <a href="#">bmwusa</a>	2	99
Today 01:31 AM by <a href="#">Kevilar</a>	2	100

# “FEELS LIKE...” TWEET DEALER KIOSK

#BMW3FeelsLike

An in-dealership kiosk captures reactions from shoppers who've had their first drives in a BMW. They come from the dealers' Twitter accounts and get shoppers directly involved in the #BMW3FeelsLike conversation.



# “FEELS LIKE...” TWEET PROJECTIONS

#BMW3FeelsLike

#BMW3FeelsLike tweets are projected onto a car in the showroom. Shoppers interested in BMW will see the overwhelming enthusiasm other drivers have for our cars and want to experience them too.

After entering their BMW 3 feeling, the tweet could also be projected onto the entire exterior of the dealership at nighttime.



# #BMW3FeelsLike ON BMWUSA.COM

Tweets aggregated from #BMW3FeelsLike have a home on BMWUSA.com where users can see what other drivers are saying about our cars in real time.

Home 1 3 5 6 7 X3 X5 X6 Z4 M All BMWs Certified Pre-Owned Owners Experience Uniquely BMW

Build Your Own Dealer Locator Test Drive Financial Services Accessories My BMW Search

BMW USA The Ultimate Driving Machine

You'll never know until you drive one.

**“**  **brucefougera** Bruce Fougera Part of driving a BMW is the sense of discovery – like you've never really known a road you've driven a thousand times. **”**  
17 Aug

**“**  **stevenjohns** Steven Johns When I get out of the car, I walk away, look back, walk some more, look back a second time. **”**  
17 Aug

**“**  **jasonslater** Jason Slater It hugs the road. **”**  
17 Aug

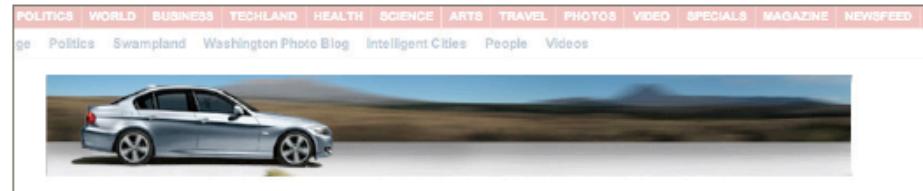
**“**  **hugoddonnell** Hug O'Donnell Driving a BMW is like the suit I wear. "It's a Man." It fits you like a custom-made suit! **”**  
17 Aug



# 3 SERIES STATUS BANNER

Status / You'll Never Know Until You Drive One. | 728 x 90 Expandable

Interactive banners invite you to share your "Feels like" and post them to the new BMW 3 Series Facebook page.



A screenshot of a Facebook post on the official BMW 3 Series Facebook page. The post features the same silver BMW 3 Series car from the news website. Below the image, there is a comment from a user named @joeckerney: "It feels like the bravest horse in the middle of a battle in medieval times. #BMW3FeelsLike". The comment was posted 5 minutes ago and has received a 'Like'. Below the comment, there is a text input field for "Write a comment...".



## OZ TWEET DEALER TV

TV | 26/06 | BMW

OPEN ON BLACK AND WHITE FOOTAGE OF A FARM ROAD. SUDDENLY WE SEE A TORNADO WHIP INTO FRAME.

SUDDENLY, A HOUSE LANDS ON THE ROAD. IT FALLS OUT OF THE TORNADO.

THE GARAGE OPENS AND A 3 SERIES COMES RACING OUT. THE FILM TURNS TO COLOR.

WE FOLLOW THE BMW AS IT RACES DOWN THE YELLOW BRICK ROAD,  
RACING THROUGH "OZ".

A TWITTER TITLE CARD FADES UP:

SUPER: #BMW3FeelsLike The Wizard of Oz when everything turns from black & white to color @ryanthomas South Motors BMW.

VO: The all-new 3 Series.

**SUPER:** You'll never know until you drive one.

CUT TO GORGEOUS 3 SERIES FOOTAGE.

END CARD/ANNCR: BMW. The Ultimate Driving Machine.

VO: See South Motors BMW for lease options starting at \$379 per month.

DEALER TAG: Lease for \$379/month

ANNCR: Only a test drive can explain it.



# SEXTING

You want a BMW. A BMW wants you.

After taking a test drive, instead of just getting a check-in from a sales person you would also get some lighthearted messages from the BMW you drove. These would serve to remind you how much fun driving a BMW can be and how the feeling lingers.



# X1 LAUNCH PLAN

“We are supply constrained, as long as they keep selling them, I do not know when we are going to get them.”

Jim O'Donnell | CEO | BMW of North America

Buy/Sell | Directory | New Cars | Car Insurance | Warranty | Financing

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BMW X1 BMW X3 BMW X5 BMW X6

## BMW: “X1 is indefinitely postponed for US market”

Posted on: Aug 22nd, 2011

Author: Horatiu Boeriu

Comments: 6

Like 5

**BMW X6 Prices**  
Find out our Lowest Possible Price on an All-New BMW X6!  
[BMW.CarPriceSecrets.com](http://BMW.CarPriceSecrets.com)

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See What CTS-V Coupe Offers That the Competition Doesn't. Get Info.  
[www.Cadillac.com/CTS-Vcoupe](http://www.Cadillac.com/CTS-Vcoupe)

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50%-70% off 800-269-8964  
[www.BMRparts.com](http://www.BMRparts.com)

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We're inclined to believe that the North American customers will have to wait until BMW rolls off the facelifted X1 which is likely to appear in early 2013.

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 **BMW BLOG**  17,380 people like BMW BLOG.

Gabby Gustavo Thomas Michael Fasa

Mostafa Rafik 'Riichiie Norbert Salim



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**BMW To Be Honored Marque at Historics Race and HHI Concours**

**BMW BLOG Interactive: Heaven on Four Wheels – Tell us YOUR Tale!**

# BMW X1 SUPPLY AND DEMAND



The agonizingly long wait for BMW's compact wagon is nearing an end . . . at least we think it's nearing an end. The trouble with the X1, as BMW puts it, is that it's so popular in Europe that the launch here has been delayed — for months now — due to a lack of supply.

- wheelbasemedia.com, May 2011



I feel sorry for you guys in the U.S.

I wondered how BMW could manage to meet the huge demand for the X1 in the existing markets plus the U.S. market without expanding the delivery time. I think that BMW is also surprised by the success of the X1. Just look at the Leipzig factory — I heard that nearly 75% of the daily capacity is used for the X1!

- by nockenpaul, bimmerpost.com, Nov 2009



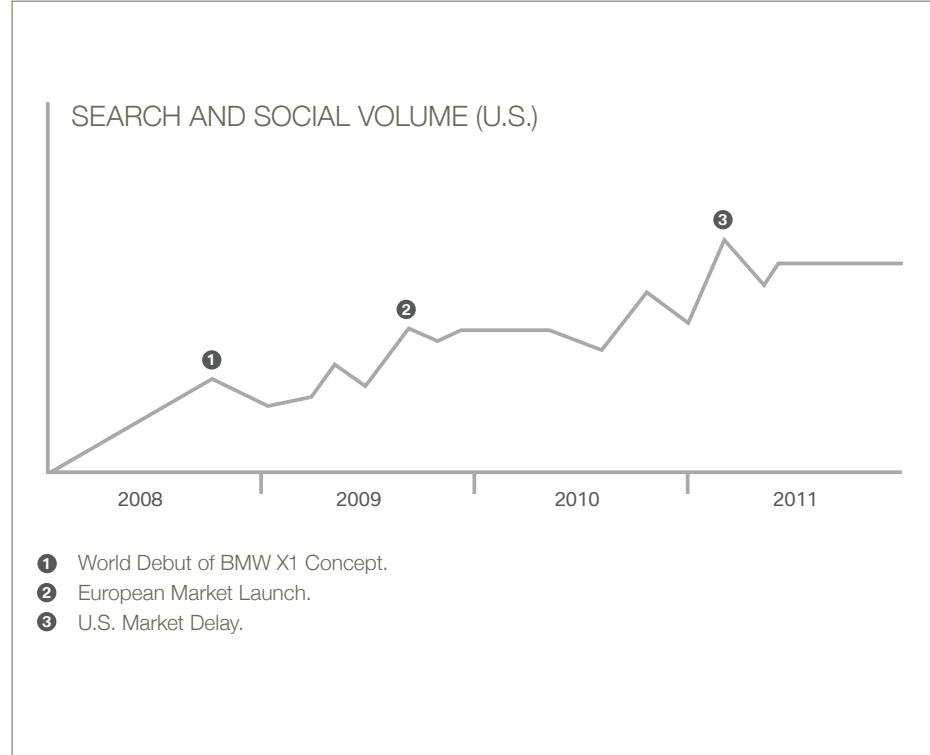
Hot European sales delay U.S. launch of the BMW X1 possibly until 2012.

- @poppabarker, Exton Pa, 1799 followers



AArrgh!! Where is the X1 and when will BMW release it? I have been holding off on getting a new car because this is what I want.

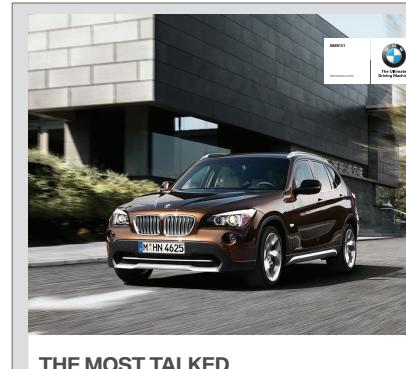
- Carla Dunlap-Kaan, Facebook/BMW X1, Jul 2011



# BMW DEALERS LAUNCH OPERATION LEIPZIG RESCUE

BMW dealers enlist the help of their customers and BMW fans to help them bring the X1 to the United States. In a press release and a news conference, they explain their position and what everyone can do to help.

The actual rescues will take place in an online game. In BMW showrooms, customers will see reminders of the Operation in posters and premium items.



THE MOST TALKED  
ABOUT UNAVAILABLE  
CAR ON THE PLANET.

You might have all heard about the engine under the hood of the BMW X1 and you'd have a hard time believing there are only four cylinders under the hood. Even more surprising is that with all that graft, it still returns up to 29 mpg. That's EfficientDynamics. And you have to feel it to believe it.

YOU'LL NEVER KNOW UNTIL YOU DRIVE ONE.

BMW EfficientDynamics  
Low emissions. More efficiency.



# PRESS RELEASE

**BMW**



## FOR IMMEDIATE RELEASE: BMW DEALERS LAUNCH OPERATION LEIPZIG RESCUE

Taking unprecedented action today, the BMW National Dealer Forum announced their decision to recruit BMW enthusiasts across the nation to help secure inventory of the top-selling new BMW crossover, the BMW X1, currently available in Europe. BMW customers, owners and those eager to test drive the new X1 will be encouraged to take matters into their own hands, go to Germany and bring the X1 back to the U.S.

"We believe everyone should know how it feels to drive these amazing cars..." said George Sharpe, Sr., Chairman of the BMW National Dealer Forum. "...so we're going over there to get them ourselves. Today we're launching Operation Leipzig Rescue."

First introduced in Europe in 2009, BMW's premium crossover quickly became a sensation across the continent. And, despite devoting 75% of manufacturing capacity in its Leipzig plant to the X1, demand has continued to outpace available inventory. Now the most popular vehicle in Europe, the X1 has become a precious commodity to dealers from the Mediterranean to the Baltic.

Automotive journalists cite the car's unique stability in every imaginable driving condition, from ice and snow to sand dunes to craggy mountain passes. "Our customers love the X1's spontaneous mobility..." said Sergio Egoista, a Barcelona BMW dealer. "...that's why these cars should stay in Europe — where drivers know how to enjoy them." MORE: The U.S. dealer effort comes in reaction to a consumer-led movement started in Lucerne, Switzerland last year. Dubbed "Europeans Against Sharing the X1" (EASX), the group has used social media to block attempts at selling the BMW crossover outside European countries.

"What do the Swiss know about spontaneity?" asks Devin Parnell, president of the BMW Owners Club of San Mateo, CA. "The whole idea was born on our shores." Parnell's club and others like it around the U.S. are supporting the dealer crusade, encouraging their members to sign up at [OperationLeipzigRescue.com](http://OperationLeipzigRescue.com).

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BMW Group Company

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**BMW**



## FOR IMMEDIATE RELEASE: BMW DEALERS LAUNCH OPERATION LEIPZIG RESCUE

Taking unprecedented action today, the BMW National Dealer Forum announced their decision to recruit BMW enthusiasts across the nation to help secure inventory of the top-selling new BMW crossover, the BMW X1, currently available in Europe. BMW customers, owners and those eager to test drive the new X1 will be encouraged to take matters into their own hands, go to Germany and bring the X1 back to the U.S.

"We believe everyone should know how it feels to drive these amazing cars..." said George Sharpe, Sr., Chairman of the BMW National Dealer Forum. "...so we're going over there to get them ourselves. Today we're launching Operation Leipzig Rescue."

First introduced in Europe in 2009, BMW's premium crossover quickly became a sensation across the continent. And, despite devoting 75% of manufacturing capacity in its Leipzig plant to the X1, demand has continued to outpace available inventory.

The dealer group is urging BMW fans around the U.S. to support their crusade by signing up at [OperationLeipzigRescue.com](http://OperationLeipzigRescue.com).

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# LEIPZIG RESCUE VIDEO

YOUTUBE | BMW

## OPERATION LEIPZIG RESCUE PRESS CONFERENCE

SPOKESMAN: Thanks everyone for being here this morning. I have a brief statement, then we'll take a couple of questions. Today the BMW National Dealer Forum is taking a dramatic step. We are announcing our decision to recruit BMW enthusiasts across the country to help secure inventory of the top-selling new BMW crossover, the X1, currently available in Europe. We want to urge BMW customers, owners and anyone who wants to test drive this amazing car to take matters into their own hands, go to Germany and bring the X1 back home. We are calling this initiative Operation Leipzig Rescue. Those who want to join our crusade can get the details at [LeipzigRescue.com](http://LeipzigRescue.com). OK, first question.

REPORTER 1: Our sources tell us the BMW plant in Leipzig is devoting 75% of capacity to the X1. Why haven't U.S. dealers gotten any of them?

SPOKESMAN: Because it's the most popular car in Europe. They're sold before the paint dries. We want Americans to know how it feels to drive the X1. And the only way that's going to happen is if we go over there and get them.

REPORTER 2: Is this in reaction to the efforts of the EASX — Europeans Against Sharing the X1 — out of Lucerne, Switzerland?

SPOKESMAN: No comment.

REPORTER 2: To follow up, some European drivers feel that only they can fully appreciate X1's spontaneous mobility. Your thoughts?

SPOKESMAN: Well, I respectfully disagree...



DEALER: (interrupting, slapping table) Give me a break! What do Europeans know about spontaneity? Ever seen a spontaneous Austrian?

SPOKESMAN: What Ted is trying to say is that our customers here in the States will enjoy the versatility of the X1 as much or more than Europeans. They can take a trip to the mountains, to the beach, go out on the town, whatever, on impulse.

DEALER: And that's about as American as you can get.

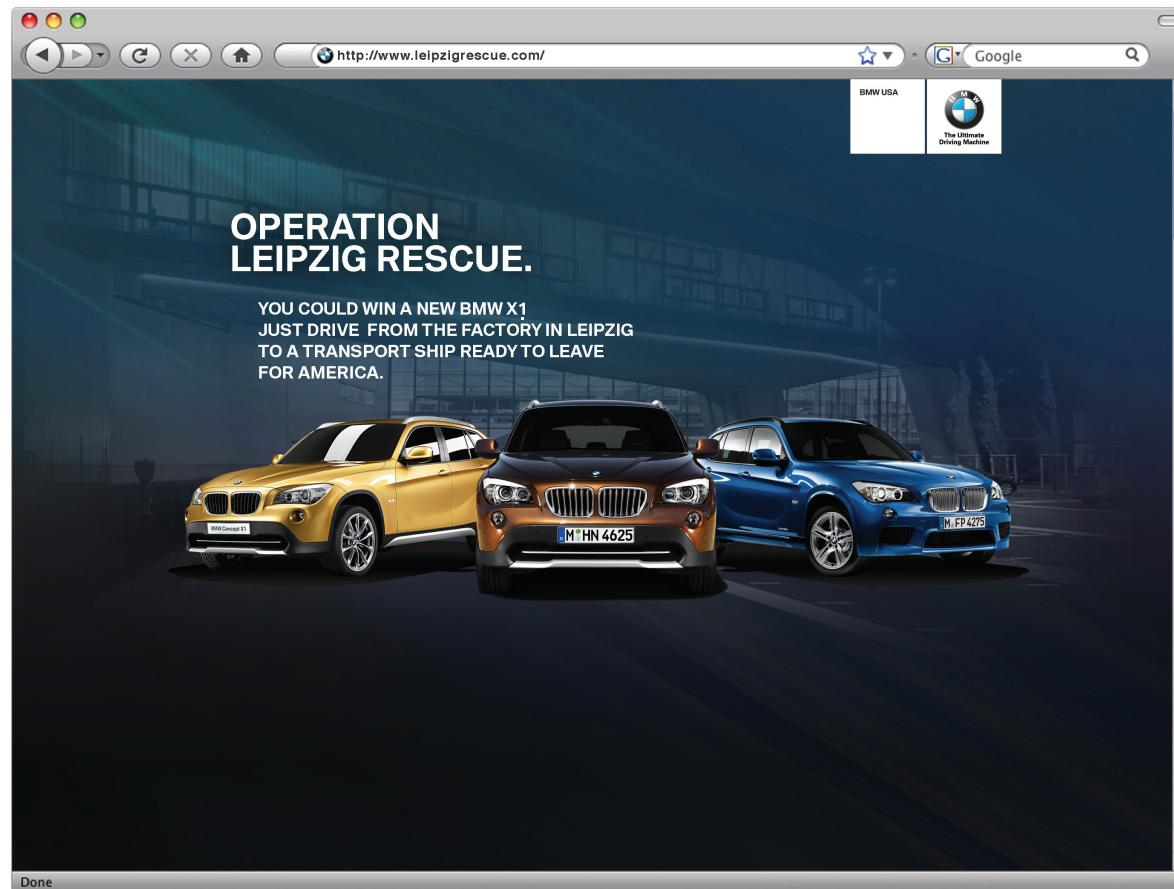
REPORTER 2: Are there any legal issues...

SPOKESMAN: That's all we have time for. Thank you again.

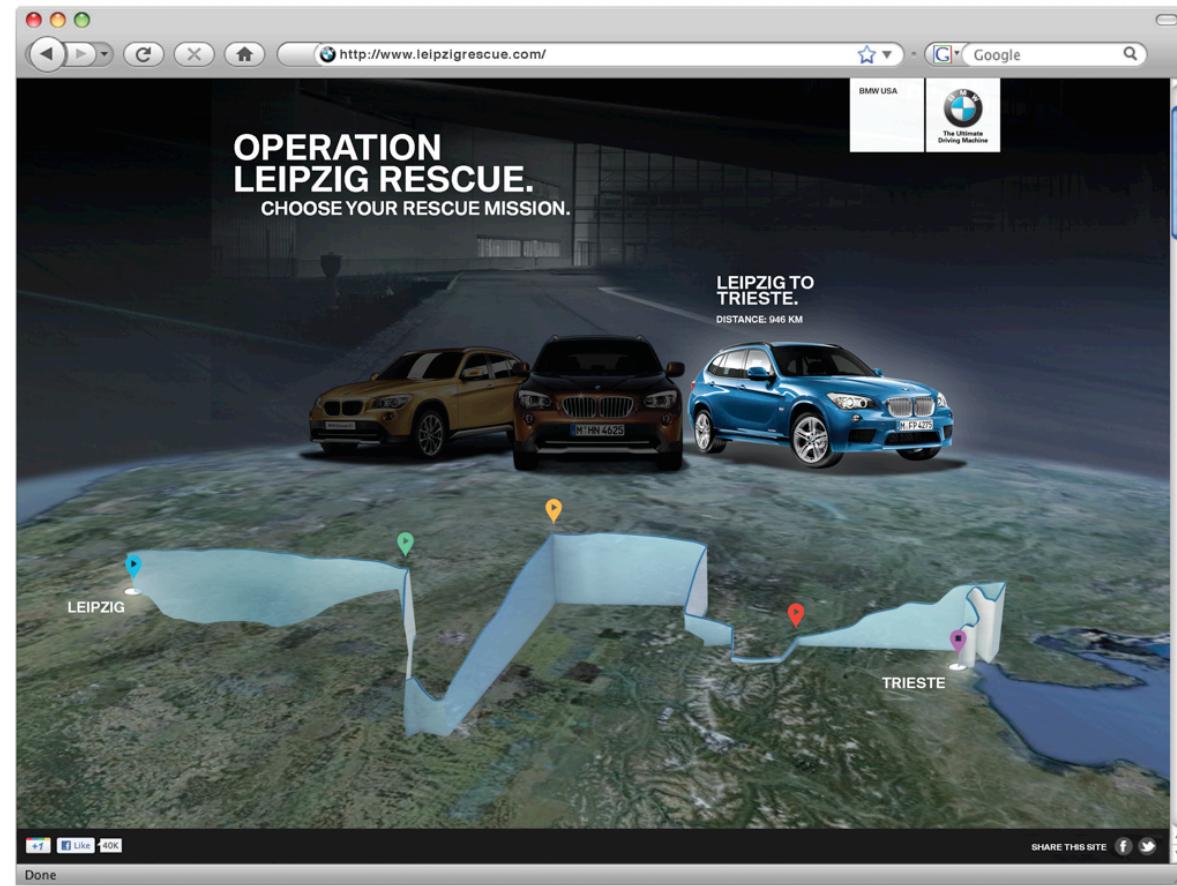
BMW LEADERS GET UP, WALK OFF. REPORTERS SHOUT MORE QUESTIONS.

# OPERATION LEIPZIGRESCUE.COM

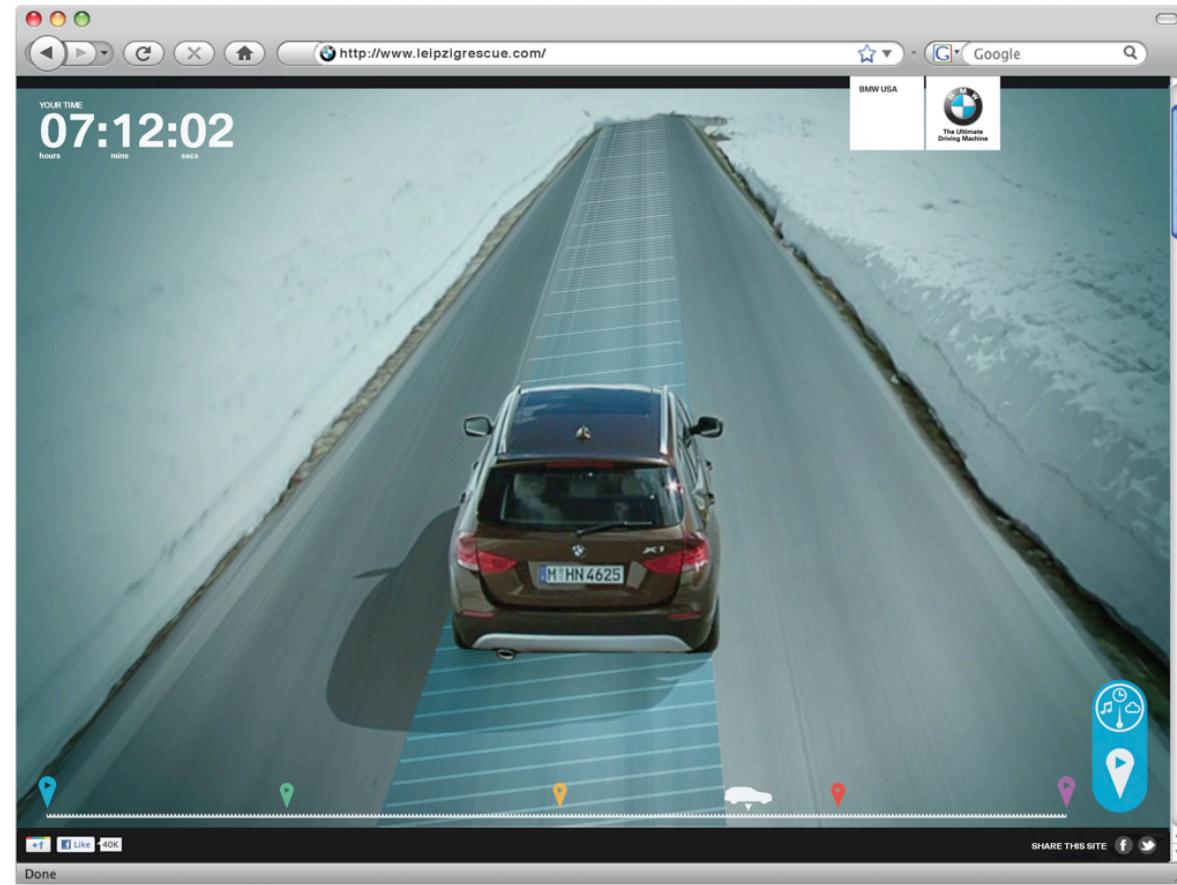
BMW dealers are asking you to take a spontaneous journey and help bring the X1 to our shores. You'll get the keys to a BMW X1 to drive from the Leipzig factory to a port for delivery to the U.S. If you do that within the time limit, you'll get a chance to win a new X1. Also, you can connect to social media to post updates, scores and pictures to let friends know about your adventure.



Players choose one of three ports: Trieste, Calais or San Sebastian. Each journey involves three timed challenges that allow the player to experience the X1's unique performance and features like XDrive. Along the way they get a chance to surf, ski or cycle, depending on the route.



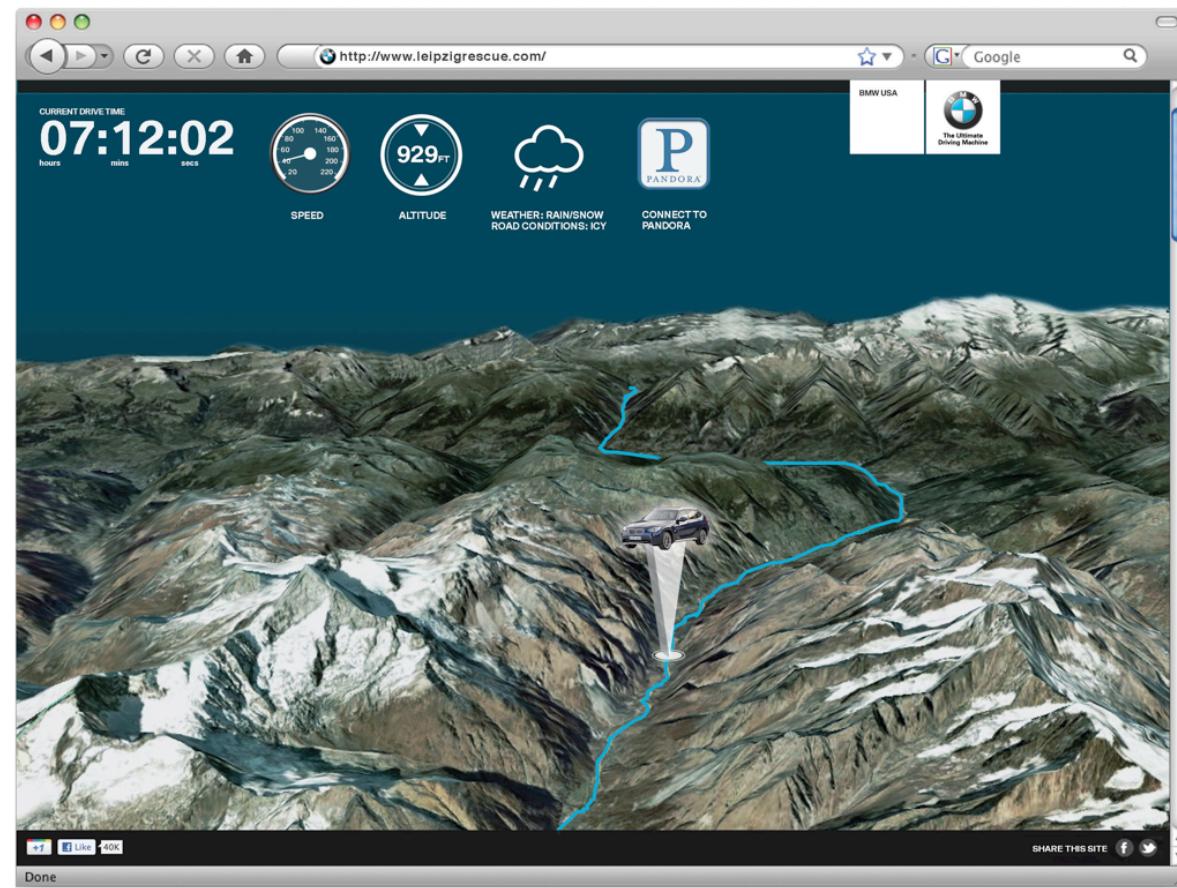
Players attempt to maintain speed while keeping the X1 on the path indicated in blue. Elapsed time of journey displayed at top. Along bottom, car icon indicates progress.



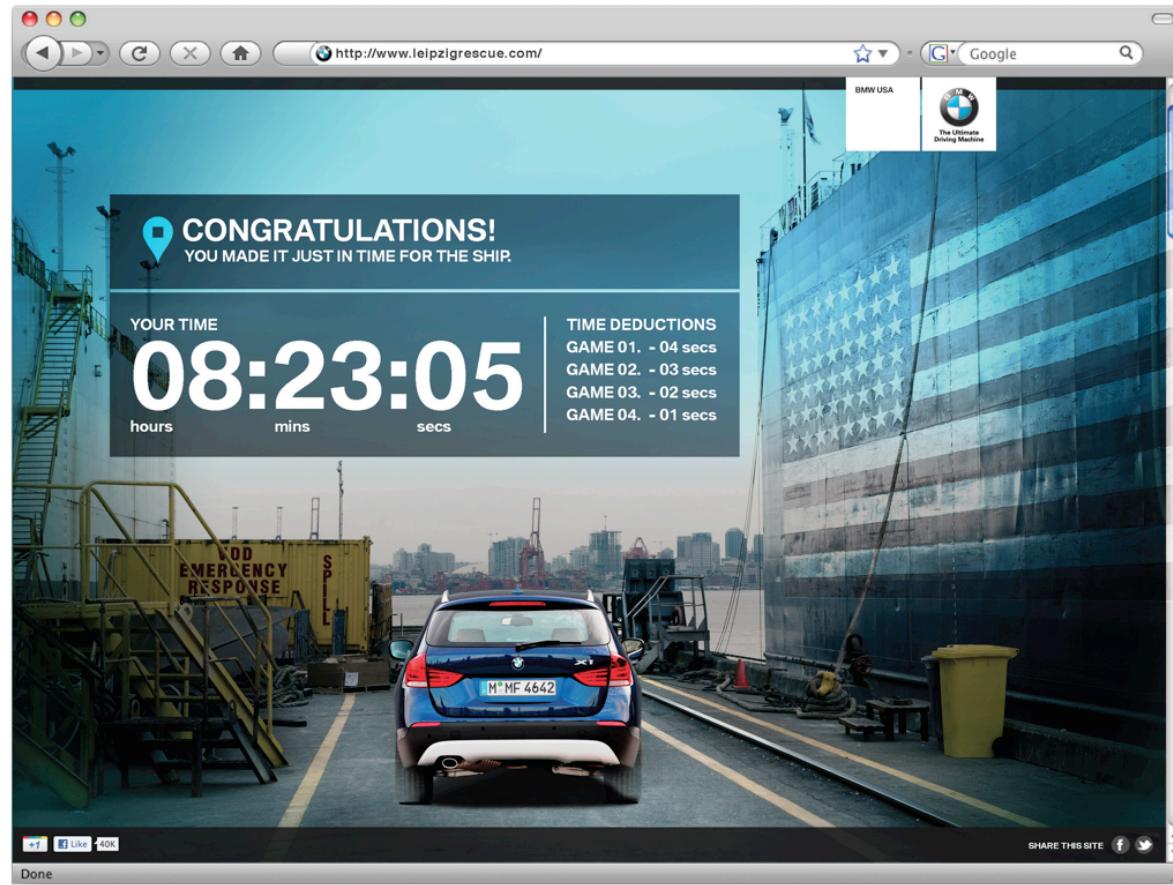
Players use computer camera to connect their hand movements to the X1 and virtually steer the car. Icon on lower right allows player to switch to terrain screen.



Players see the actual location of the X1 in a dimensional terrain. Can also check current speed, altitude, weather conditions, even connect to Pandora.



When players arrive at port, overall elapsed time is displayed. So is time spent on each of the challenges on the way.



## AND THE WINNER IS

- When first shipment of BMW X1s embarks for the U.S., game players track ship's progress online.
- Dealers benefit from increased buzz around X1, are seen as rallying point for a cause célèbre.
- C contest winner picks up new X1 at local dealership.
- BMW dealer who was selected by the most Leipzig Rescue players gets a new X1 to give away.
- X1 Across America: a natural extension of Operation Leipzig Rescue. After freeing the X1s from Europe, we'll set an X1 free to explore America. A GPSenabled X1, with camera mounted on top, shoots photos along route from East Coast port of arrival to West Coast. Constantly tweeting updates, the journey can be followed online.
- Google test drive: Enter your address and get a randomized address to take a spontaneous test drive using Google Maps.

