



Zynga and BMW Put CSR Racing 2 Players Behind the Wheel of the New BMW M2 Competition

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CSR2 Players Will Be the First to Experience the New BMW M2 Competition Through CSR2's AR Technology

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 25, 2018-- Zynga (Nasdaq:ZNGA), a leading social game developer, today announced their partnership with BMW for the launch of the new BMW M2 Competition in *CSR Racing 2* (CSR2) with elevated AR capabilities and features. Starting today, players can enter the most exclusive drag racing experience on mobile and virtually drive the compact high-performance BMW M2 Competition before it appears on real-world roads.

CSR2's design team worked hand-in-hand with BMW developers to recreate each of the BMW M2 Competition's timeless features to live in the palm of players hands – from the bucket style seat shape to the exterior paint colors – CSR2's design team were able to meticulously recreate each aspect of the BMW M2 Competition. Centerpieces of the new BMW M2 Competition are its new turbocharged engine with now 410 hp, driving dynamics and fascinating new interior options and designs, all of which are flawlessly replicated and enhanced in-game through CSR2's next generation experience, AR Mode.

"We're excited to bring the ultimate driving experience of the BMW M2 Competition to CSR2 drivers across the globe, even before it hits real roads," said Tobias Weber, Head of Entertainment Marketing and International Product Placement for BMW. "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."

In-game BMW owners will appreciate the twin-turbocharged straight-six engine with M TwinPower Turbo technology with 410 hp and the car's top speed of 280 km/h. The BMW M2 Competition comes with a six-speed manual transmission and is the first BMW M2 model to be equipped with selector switches on the center console, enabling instant control of the characteristics and settings for the engine and steering.

"As the leading racing game on mobile, CSR2 is the perfect platform to introduce the BMW M2 Competition to car lovers around the world," said Bernard Kim, President of Publishing for Zynga. "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 BMW M2 Competition during its global unveil."

Since the launch of the first in-game BMW car model in CSR2:

- Players have competed in over 1.88 billion in-game BMW races
- On average, there are over 3 million in-game BMW races every day
- CSR2 players own over 85 million in-game BMW cars with over 26.5 million CSR2 players owning their own in-game BMW

CSR2 is available to download for free on the [App Store for iPhone and iPad](#) and [Google Play](#). For more information about CSR2, visit the game's community channels on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

More information about the BMW M2 Competition is available in the [BMW Group PressClub](#).

About 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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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About Zynga Inc.

Since its founding in 2007, Zynga's mission has been to connect the world through games. To-date, more than 1 billion people have played Zynga's games across Web and mobile, including *FarmVille*, *Zynga Poker*, *Words With Friends*, *Hit it Rich! Slots* and *CSR Racing*. Zynga's games are available on a number of global platforms including Apple iOS, Google Android, Facebook and [Zynga.com](#). The company is headquartered in San Francisco, Calif., and has additional offices in the U.S., Canada, U.K., Ireland, India, Turkey and Finland. Learn more about Zynga at

<https://www.zynga.com/blog> or follow us on [Twitter](#) and [Facebook](#).

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