Social Media

BMW Motorsport Facebook page reaches 100,000 fans.

Munich, 22nd February 2012. With less than ten weeks to go before the first race of the 2012 DTM season, BMW Motorsport fans are already hitting top form: on Tuesday, the 100,000th fan clicked on the "Like" button on Facebook to show their support for the motor racing programme of BMW. Every week the Facebook page provides fans with updates on the latest developments from the world of BMW Motorsport and entertains them with topical photos and exclusive glimpses behind the scenes.

"I am delighted with the response of the fans," said BMW Motorsport Director Jens Marquardt. "We obviously get a feel, on a day-to-day basis, for the way in which the return to the DTM and our other motorsport projects have captured the imagination of the BMW fans. The Facebook page confirms this feeling with definite numbers. 100,000 'Likes' is a grand figure. However, the way the fans are willing to get involved in the community is far more impressive than the number of fans alone. Every new post prompts a host of comments, which regularly result in a fascinating discussion among the fans. That shows the extent to which our supporters identify themselves with BMW Motorsport."

The Facebook page is just one example of the many informative and entertaining online services that BMW Motorsport provides for its fans. The official BMW Motorsport website serves as the central platform. As well as news from the DTM, American Le Mans Series, customer racing, and the Formula BMW Talent Cup, it also offers a wealth of background information on the racing cars, drivers and teams. Fans can find the latest videos on the BMW Motorsport YouTube channel, while a dedicated Twitter channel is also available.

You can access the BMW Motorsport fan platforms as follows:

BMW Motorsport Website – www.bmw-motorsport.com
Facebook – www.facebook.com/bmwmotorsport
YouTube – www.youtube.com/bmwmotorsport
Twitter – www.twitter.com/bmwmotorsport

Press Contact: Jörg Kottmeier, Phone: +49 (0)170 5666 112, joerg.kottmeier@bmw.de
Ingo Lehbrink, Phone: +49 (0) 176 20340224, ingo.lehbrink@bmw.de

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