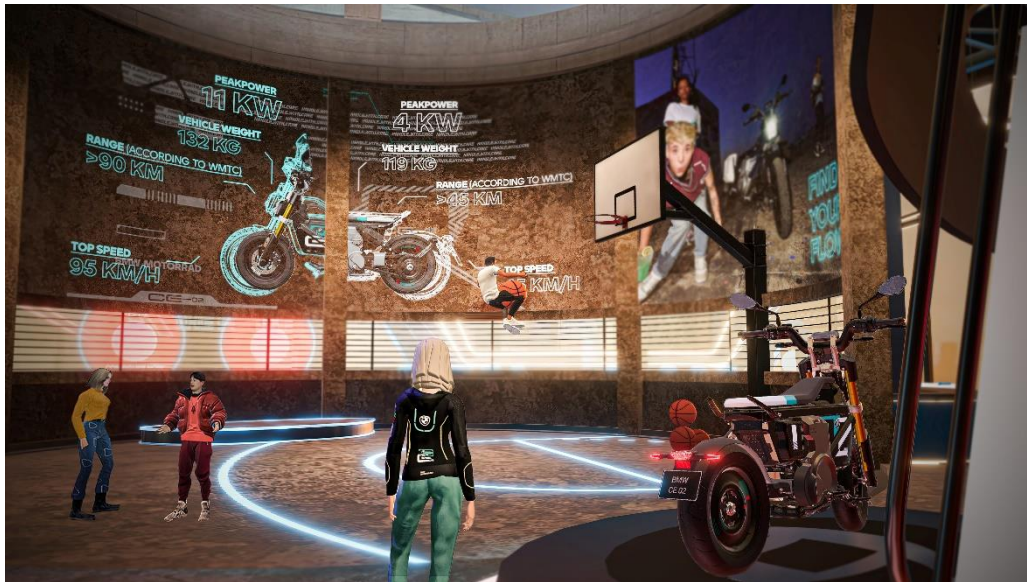


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## **BMW Motorrad presents BMW Motorrad MetaRide. BMW CE 02 can be experienced in the digital brand space.**



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**Munich.** The new BMW CE 02 represents a new way of accessing the world of BMW Motorrad, because it is electric, appeals in particular to young people and is neither an e-motorcycle nor an e-scooter - it is an eParkourer. In keeping with this new, forward-looking type of mobility for urban environments, BMW Motorrad is now offering the opportunity to experience the new CE 02 up close in the BMW Motorrad MetaRide.

BMW Motorrad MetaRide stands for a digital brand space of virtual reality in which motorcycle fans can ride and experience the CE 02 in the form of an avatar, just like in physical reality. It also serves as a platform where fans and the BMW Motorrad brand can meet. The environment displayed in the BMW Motorrad MetaRide will look similar to the real world environment. In addition, there is a lot to experience in the virtual BMW Motorrad World. Besides being able to go on virtual test rides with the BMW CE 02, you can also play basketball, collect tokens or earn a stylish jacket for your own avatar, for example. The virtual digital brand space will also be gradually expanded for other products in the future.

The recent world premiere of the BMW CE 02 was already held partly in the BMW Motorrad MetaRide and also in the "real" Berlin



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during the Pure&Crafted Festival, with the virtual and real worlds interacting with each other. You can watch the premiere of the BMW CE 02 again here:

[https://www.youtube.com/watch?v=\\_cfDYlzy0Rw](https://www.youtube.com/watch?v=_cfDYlzy0Rw)

Access to the BMW Motorrad MetaRide is via the BMW Motorrad website or the familiar BMW Motorrad social media channels, and it is also possible to enter the virtual world directly via the Spatial Metaverse platform. You can also use one of the following links:

<https://www.spatial.io/s/BMW-Motorrad-MetaRide-64a28a483ec3242e497a7100>

<https://www.bmw-motorrad.com/en/experience/stories/urban-mobility/metaride-ce02.html>

Incidentally, the virtual BMW Motorrad products shown in the "MetaRide" are, like their physical originals, protected against imitation. BMW AG already extended the protection of its core brands, such as the BMW logo, some time ago with regard to future activities of the company in the metaverse. Thus, trademark protection now applies not only to vehicles in the traditional sense, but also explicitly to virtual goods, such as virtual vehicles and virtual clothing.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at

[www.press.bmwgroup.com](http://www.press.bmwgroup.com).



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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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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