

Drive the new BMW 2 Series Coupé for a year

Hot on the heels of the new BMW 2 Series Coupé media launch, BMW South Africa has launched a digital campaign that encourages BMW fans to participate in an interactive mobile phone competition that could see them driving a BMW M235i Coupé for a year.



The BMW 2 Series Coupé campaign encourages users with iOS, Android as well as certain Windows and BlackBerry devices to download the "BMW Key" mobile app and engage with the brand by completing exciting weekly challenges over a four-week period. Users can also choose to register either on the app directly or by using their Facebook or Twitter account login details. Two challenges will be released weekly and a finalist will be drawn, and announced live on 5FM, every week.

In the final week an additional "wildcard" finalist will be drawn, which will bring the total number of finalists to five. These five finalists will then compete for the grand prize - driving away in the new BMW 2 Series Coupé for a year.

The competition closes on 24 April and thereafter a "Drive Day" will be held at Zwartkops Raceway on 16 May, where finalists will complete a number of challenges put together by the BMW Driving Experience team to determine the ultimate winner.

For more, go to <http://bmw2series.co.za>

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