

AUTOMOTIVE

BMW Group enhances in-car gaming experience with world premiere

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The partnership at hand plays into the \$2.2 billion in-car gaming market. Image credit: BMW

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Germany's BMW Group is launching an activation at an international trade fair with the help of American toy manufacturer **Mattel**.

Exhibiting the experience on the all-new BMW X3, Gamescon 2024 attendees taking to Cologne, Germany from Aug. 21 to Aug. 25 will get the chance to witness the world premiere of "Uno Car Party!" The digitized version of the globe's biggest card game reaches more than 500,000 BMW Group models starting Aug. 21.

"We continue to increase the value of the overall digital experience for our customers," said Stephan Durach, senior vice president of connected company development and technical operations at **BMW Group**, in a statement.

"Our partners AirConsole and Mattel are helping make in-car gaming into a new social experience, and I am thrilled to offer a family-favorite game like UNO for this exciting innovation."

Driving entertainment

The partnership between BMW Group, Mattel and Swiss gaming platform AirConsole plugs into the \$2.2 billion in-car gaming market.

Using the AirConsole's controller system, up to four passengers can connect to Uno Car Party! on their personal devices. The vehicle must be parked for the game to operate.

"Uno beautifully illustrates the strengths of AirConsole with a game accessible to everyone, a bespoke integration to the car hardware and our phone-controlled gaming experience," said Anthony Cliquot, CEO of AirConsole, in a statement.

"Each player can secretly see their own cards on their phone while playing on the infotainment system of the car," Mr. Cliquot said. "This is an experience that would be impossible to achieve using only touchscreen or Bluetooth controls on the infotainment system."



Passengers can now play Uno during pitstops, while their electric vehicle charges or during other parked moments. Image credit: BMW

AirConsole and the BMW Group have been in partnership since 2022.

Throughout this time, the duo has integrated gameplay into the German company's vehicles. Among the launches include Who Wants to Be a Millionaire?, which was unveiled as part of an in-car world premiere with content provider Sony Pictures Television.

AirConsole is now available inside current BMW and Mini models with Operating System 9 in combination with BMW Digital Premium and Mini Connected Package, as well as those with BMW Operating System 8.5 in combination with BMW ConnectedDrive Professional.

The feature will have its own booth at Gamescom, the world's largest gaming event. Visitors of the trade show can play Mattel's Uno Car Party! inside the new BMW X3, which will be on-site.

The reveal continues a trend within luxury automotive of bringing together the world of play and mobility ([see story](#)).

"Uno is perfect for in-car gaming because it's highly engaging and brings people together," said Erika Winterholler, head of business development of digital gaming at Mattel, in a statement.

"Its simple rules are easy to learn and endlessly captivating, making it ideal for both short pit stops and extended play sessions," Ms. Winterholler said. "Uno's social nature turns every journey into a fun experience, and we're so excited to bring this spirit to consumers in an innovative way with our partners at BMW and AirConsole."