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Artificial Life to make BMW iPhone advergame

Promising gamers an 'expression of joy'

Product: BMW Z4 - An Expression of Joy
Developer: Artificial Life
Genre: 3D, Racing

by [Stuart Dredge](#)

Mobile publisher Artificial Life has signed a deal to produce an iPhone advergame based on the BMW Z4 Roadster car.

The licence, which is global, will result in a game called *BMW Z4 - An Expression of Joy*, which will be part driving game (or "experience") and part 3D configurator.

"Players will enjoy an authentic car configuring and driving experience on their iPhone and iPod touch," says the blurb.

"They will be able to view every aspect of the BMW Z4 Roadster in a highly detailed 3D model where they can break the entire car down to the unique components and customize it according to their preference."

The game will feature sound effects recorded from the actual car, too, which should please petrolheads. Artificial Life hasn't announced whether the game will be free or paid-for - given the fact that it's more of a branded app, free seems the way to go.

It's not actually the first game of its kind to hit the App Store. Audi of America has sponsored a free iPhone game called *Audi A4 Driving Challenge*.

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