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## BMW Sauber F1.09 Race Car Comes to the iPhone

Collaboration between BMW and Artificial Life brings BMW Sauber F1 Team to iPhone, iPod touch

By **Filip Truta**, Apple News Editor  
5th of March 2009, 15:08 GMT

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ENLARGE

Artificial Life, Inc, a public U.S. corporation headquartered in Los Angeles, has announced an agreement with BMW AG to release a new racing game for **iPhone** and iPod touch. BMW Sauber F1 Team, as the game is called, marks the second collaboration between **BMW** and Artificial Life, and follows the first iPhone title, "BMW Z4 - An Expression of Joy," according to the announcement.

Artificial Life promises fans of the racing genre to deliver the new BMW Sauber F1.09 race car in exquisitely crafted high quality 3D graphics and animations right on the screen of their iPhone / iPod touch. The only thing standing between you and the game is Apple's approval, as the official report reveals.

As a BMW Sauber F1 Team driver, the player will be tasked with forming a team with avatars of the famous professional drivers Robert Kubica and Nick Heidfeld and race against other virtual teams. In the game, races will take place in locations inspired by real life tracks / circuits.

"Based on the great experiences with Artificial Life while developing the 'BMW Z4 - An Expression of Joy' title, we are very excited to take the next step together now. Like the brand new BMW Z4 Roadster, the BMW Sauber F1 Team guarantees unique adventures, based on the combination of excellent and banner product substance and a highly emotional captivation through the BMW brand," said Uwe Dreher, Head of BMW Motorsport Marketing.

"We are very pleased to work with BMW AG again on yet another exciting title. Sports and racing are interesting mobile market segments for both business and consumer applications on the iPhone. We will continue to explore further opportunities to enrich our iPhone portfolio with premium branded applications," said Eberhard Schoneburg, CEO of Artificial Life, Inc.

Artificial Life also points out that BMW Sauber F1 Team aims to simulate an authentic racing experience. To do this, Artificial Life's production team is taking some key elements of car racing into consideration, such as weather, physics and momentum. Dynamic sound effects pre-recorded of real BMW race cars will also be featured in the game.

The developer expects BMW Sauber F1 Team to be approved and released in July.

TAGS: [BMW](#) | [Sauber](#) | [F1](#) | [Artificial Life](#) | [racing](#)

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