

## Job postings

### NEWS

#### Ad networks

#### Advertising

#### Advertising agencies

#### Associations

#### Banking and payments

#### Carrier networks

#### Commerce

#### Content

#### Database/CRM

#### Email

#### Gaming

#### Legal/privacy

#### Manufacturers

#### Media

#### Messaging

#### Music

#### Research

#### Search

#### Social networks

#### Software and technology

#### Television

#### Video

### OPINION

#### Classic Guides

#### Columns

#### Editorials

#### Letters

#### Blog

### RESOURCES

#### Case studies

#### Editorial calendar

#### Events

#### News briefs

#### Newsletter archive

#### Podcasts

#### Webcasts

#### Whitepapers



### SECTORS

#### Advertising agencies

#### Apparel and accessories

#### Arts and entertainment

#### Automotive

#### Business to business

#### Consumer electronics

#### Consumer packaged goods

#### Education

#### Financial services

#### Food and beverage

#### Government

#### Healthcare

#### Home furnishings

#### Legal/privacy

#### Marketing

#### Media/publishing

#### Nonprofits

#### Politics

#### Real estate

#### Retail

#### Software and technology

#### Sports

#### Telecommunications

#### Travel

### SERVICES

#### Advertise

#### Subscribe

#### Privacy policy

#### About us

#### Contact us

### MY ACCOUNT

[Home](#) >> [News](#) >> [Gaming](#)

[Email this](#) [Print](#) [Reprints](#)

ARTICLE TOOLS  
SPONSOR [Click here for your free](#)

Receive the latest articles for free. [Click here](#) to get the Mobile Marketer newsletters.

## BMW creates buzz for new Z4 Roadster with iPhone game

By Mickey Alam Khan

March 16, 2009



*Deep sea blue, turbine styling*  
292

create and virtually drive the Z4 Roadster.

Luxury automaker BMW turned to mobile to launch its new BMW Z4 Roadster.

The German company introduced the Z4 Roadster to auto enthusiasts with a new application for the iPhone. The car was launched a few days ago at the Geneva Auto Show.

The application, titled "An Expression of Joy," is part of an advertising campaign of the same name. Created by Artificial Life, the app lets iPhone users explore, customize,

Players can draw using the wheels of their car by choosing different colors of paint. This way, their tire tracks create drawings as if creating brushstrokes on a canvas.

As the game is designed, players will feel as if they are actually behind the wheel of a BMW, cruising and creating art in an "expression of pure driving joy," as the company puts it.



*Surreal ride*

The game is free in Apple's iTunes store. Consumers should have downloaded iTunes software or must have an iPhone or iPod touch.

[Click here](#) to watch a video of the BMW Z4 Roadster iPhone game on BMW-web.tv.

The video is also available on YouTube by [clicking here](#).



*Drivers see it*

*Editor in Chief Mickey Alam Khan covers advertising agencies, associations, research, and column submissions. Reach him at [mickey@mobilemarketer.com](mailto:mickey@mobilemarketer.com).*

Like this article? Sign up for a free subscription to Mobile Marketer's must-read newsletters on mobile marketing. [Click here!](#)

Share this article: [Digg](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [YouTube](#) [StumbleUpon](#) [Delicious](#) [Reddit](#) [Feedburner](#) [Print](#)

[Next article »](#)

**Related content:** [Gaming](#), [BMW Z4 Roadster](#), [iPhone](#), [iTunes](#), [automaker](#), [mobile marketing](#), [mobile](#)