

BMWi establishes the world's first Carbon Man Triathlon.



The concept

The brand that pioneers carbon fiber production cars establishes the world's first all-carbon sport.

A Carbon Man Triathlon is as physically demanding as an Iron Man Triathlon, but with key differences: contestants complete an alpine ski tour, followed by a cross-country bike ride and then a 70 km windsurfing slalom course – all on the latest, most advanced carbon fiber sports equipment.

The event's finish line is suspended between the naked carbon frames of the BMW i3 and i8.

Just as carbon makes skis, mountain bikes and windsurfing boards stiffer and lighter, it gives BMWi its class-leading performance on twisty mountain roads.

And of course, BMWi causes zero ecological impact to fragile mountain environments where Carbon Man Triathlons take place.

The concept applies as much to the i3 as the i8, because with the i3's range extender, mountain environments are now easily reachable from cities.

Where would it be possible to hold a Carbon Man Triathlon?

The area must have a ski resort with reliable snow, near a stretch of water with reliable wind.

And the wind and snow must both be present at the same time of year.

For example, the ski resort of St Moritz and Lake Silverplana in the Engadin region of Switzerland.

Equipment procurement for a Carbon Man.

Equipment for each discipline is hired out to athletes by the ski, mtb and windsurf rental centres in the region in which the event takes place. BMW and its ski/ mtb/ windsurf partners covers these costs for the athletes. (Accommodation costs would be subsidised too.)

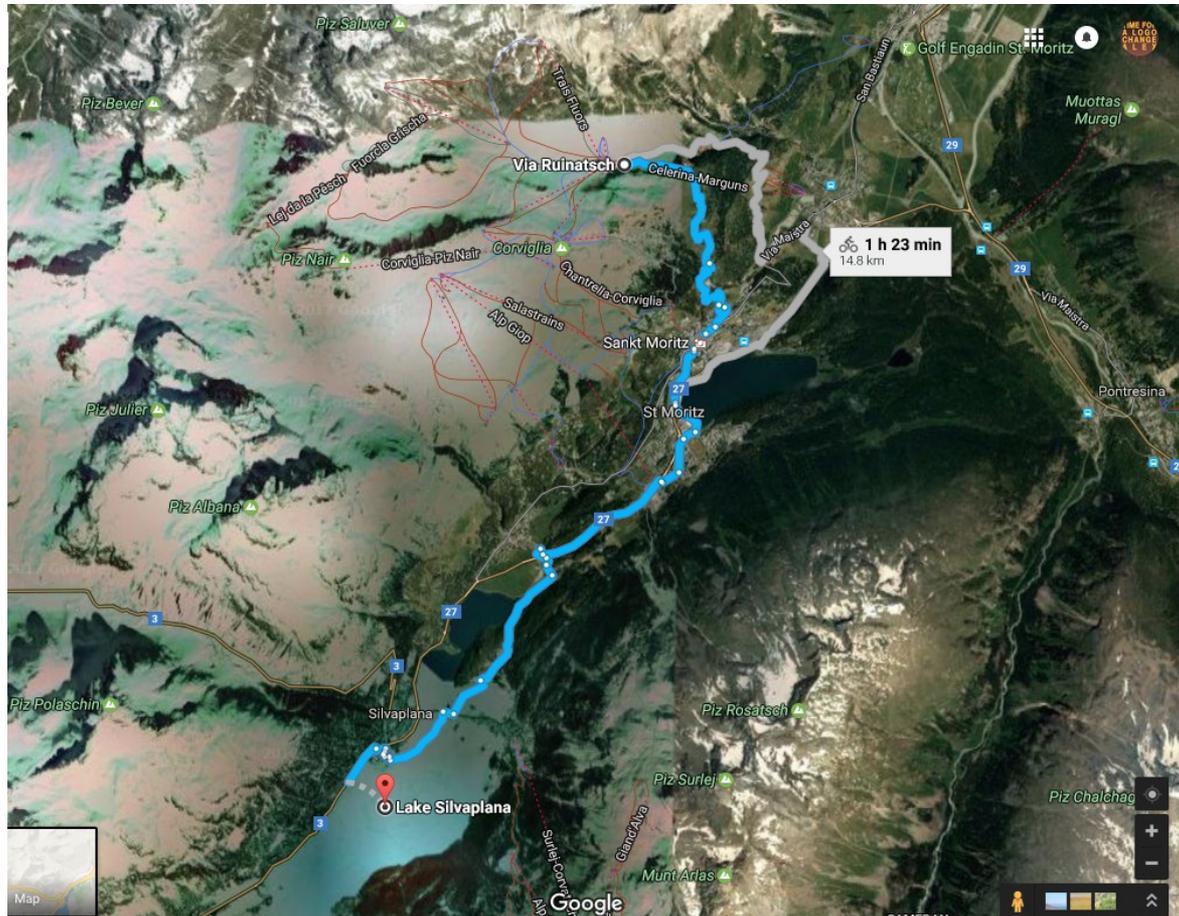
Product integration.

The finish line ribbon is suspended between the naked carbon frames of a BMW i8 and a BMW i3.



The BMW i Carbon Man Triathlon 2018.

Saturday 21st April – between Via Ruinatsch in St Moritz and Windsurfing Silvaplana Resort on Lake Silvaplana.



How does a Carbon Man Triathlon work?

Up to 50 athletes, (25 men and 25 women) commence a 2 hour ski tour from Via Ruinatsch, St Moritz, from 10.00 am on Saturday 21st April. (Carbon touring skis provided by a ski brand.)

The athletes change into cross country mountain biking gear at the end of the ski tour, in a branded, pop-up tent. They complete a 16km cross-county mountain bike route in around 1.5 hours, arriving at Windsurfing Silvaplana Resort on lake Silvaplana at about 13.30, when the thermal wind is already blowing. (Carbon cross-country mountain bikes provided by a MTB brand)

The athletes now change into windsurfing gear (in another branded tent) and commence laps of a slalom course, laid out on the lake – 70km in total.

Slalom speeds of around 23 knots are averaged, so the course is completed in approx 1 hour 40 minutes.

In the event there is insufficient wind, contestants complete a reduced, 50km course on carbon SUP boards.

(Carbon windsurfing boards, rigs and SUP light wind alternative provided by one or more water sports brands.)

Athlete selection process. From July to September 2017.

All parties involved, (BMW, the resort tourism authorities and the ski/bike/windsurf providers) encourage pro and amateur sportsmen to apply for the Carbon Man 2018. Both by using their social network communities as well as online display media.

Applicants are directed to a BMW | Carbon Man Triathlon microsite. Here they can upload proof of their skills in each of the three sporting disciplines.

Ideally, the successful applicants will have proven competition experience in all three sports. In reality, those that take part will probably be at amateur competition level in one sport and competent in the other two.

A selection panel chooses the 50 athletes, (25 male, 25 female) by end September 2017.

Practice time. September 2017 to April 2018.

Our contestants are able to practice with the 2018 Carbon Man equipment at partner centers worldwide. (Centers where the equipment is available for rental.)

Earned media

On ski/bike/windsurf partner sites, as a worldwide news item, and on a dedicated BMW i Carbon Man channel:



carbon man

1:47 / 3:40

BMW i Carbon Man Triathlon 2018

St Moritz- Engandin

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This YouTube video player shows a windsurfer in a blue and red suit standing on a snowy mountain slope. The video is titled "BMW i Carbon Man Triathlon 2018" and is from the channel "St Moritz- Engandin". The video has 449 subscribers and is 3:40 long. The player shows 1:47 of the video. The BMW and i logos are visible in the top right corner of the video frame.



carbon man

BMW i Carbon Man Triathlon 2018

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This YouTube video player shows a cyclist riding on a dirt path through a green, mountainous landscape. The video is titled "BMW i Carbon Man Triathlon 2018" and is from the channel "St Moritz- Engandin". The video has 449 subscribers. The player shows a search bar with "carbon man" and a search icon. The BMW and i logos are visible in the top right corner of the video frame.



BMW i Carbon Man Triathlon 2018

St Moritz- Engandin

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This YouTube video player shows a windsurfing race on a lake with several sailboats. The video is titled "BMW i Carbon Man Triathlon 2018" and is from the channel "St Moritz- Engandin". The video has 449 subscribers. The BMW and i logos are visible in the top right corner of the video frame.

Possible prize structures

First and second place: a BMW i8 and i3 respectively.

Alternatively, cash prizes or holidays.

Or the winners get to keep their Carbon Man equipment.

Carbon Man: long term

Other locations worldwide could include:

- Mount Hood Meadows ski resort and Vela Windsurf Resort on Columbia River, Oregon, USA.
- Passo del Tonale and Torbole, Lake Garda, Italy.
- Mount Hermon Ski Resort and Nahariya Beach, Israel

What's more, the areas in which the event takes place could experience incremental tourism, as people begin to realise it's possible to experience skiing/biking and watersports in a single holiday.