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The Ultimate
Driving Machine™

A SERIES OF SHORT FILMS



BMW Films

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Time enough to take one last ride...

After four thrilling years, BMW Films' award-winning on-line film series, *The Hire*, will take its final bow on October 21.

The sometimes touching, sometimes funny, and always exciting twists of *The Hire* have attracted over 100 million views. In a powerful turn that reflects the performance of a BMW itself, Clive Owen (star of *Closer*, *Croupier*, *Sin City*, *King Arthur* and *Gosford Park*) plays a mysterious driver hired for his sharp driving skills and unswerving cool. Each film presents a fierce new challenge to the driver's talents.

Directed by filmmakers hailed for such classics as *Seven*, *Face/Off*, *Top Gun*, and *Crouching Tiger, Hidden Dragon*, and starring some of today's hottest talents, *The Hire* broke ground in style while blanketing the viewer in fast-paced suspense. The BMW Films site also features cool extras, including cast interviews, making-of documentaries, and more.

In 2002, *The Hire* was awarded the Cannes International Advertising Festival's Cyber Lion Grand Prix prize. The series was inducted into the permanent collection of New York's Museum of Modern Art (MoMA). Additional accolades include *WIRED* magazine's 2001 "Best Excuse for Broadband" award; and, in 2002, John Woo's episode, "Hostage," won the Los Angeles International Short Film Festival's "Best Action Short" award.

Don't miss your last chance to view the series of short films that caused a worldwide buzz. (And if you've never seen them before, it's an experience you won't soon forget.) Log on to bmwfilms.com to screen *The Hire* today!



Keep the action alive –
add *The Hire* to your
DVD library!

Only a limited number of DVDs remain, so act now! Get two seasons' worth of episodes and behind-the-scenes commentary on one DVD, compliments of BMW. You just pay for shipping and handling.

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The Ultimate Driving Machine®

BMW FILMS.COM PRESENTS

THE HIRE

A SERIES OF SHORT FILMS

It caused a worldwide sensation... and it's about to end.

Be sure to log on to bmwfilms.com before October 21 to view *The Hire* – BMW's smash-hit short film series. After four thrilling years, BMW Films' award-winning on-line film series, *The Hire*, will take its final bow that day.

The sometimes touching, sometimes funny, and always exciting twists of *The Hire* have attracted over 100 million views. In a powerful turn that reflects the performance of a BMW itself, Clive Owen (star of *Closer*, *Croupier*, *Sin City*, *King Arthur* and *Gosford Park*) plays a mysterious driver hired for his sharp driving skills and unswerving cool. Each film presents a fierce new challenge to the driver's talents.

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SEASON 2

HOSTAGE TICKER BEAT THE DEVIL

SEASON 1

AMBUSH CHOSEN THE FOLLOW STAR POWDER KEG

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