



A custom soundtrack for BMW’s M3 50th anniversary film

Description



When BMW set out to celebrate 50 years of one of its most iconic models, the legendary BMW M3, the brand turned to music to underline the car’s unmistakable presence and heritage. Tracks & Fields was proud to compose and produce a bespoke track for the anniversary film, which showcases the M3 in timeless black: captured in all its elegance, power, and precision.

The music was created exclusively for this cinematic brand movie, designed to mirror the qualities that define the M3 itself: dynamic performance, cutting-edge innovation, and a legacy of excellence

spanning five decades. By combining rich instrumentation with a modern, emotional energy, the soundtrack carries the viewer through the film with the same intensity as the car gliding down the road.

A car that shaped generations

First introduced in June 1975 as a technological evolution of the BMW 02 series, the BMW 3 Series has since become the company's best-selling model line. By May 1981, the one-millionth 3 Series had already left the production line. In 1986, BMW unveiled the first M3, setting a new benchmark in the sports car segment. Today, the 3 Series remains BMW's most built and most recognized vehicle, its seventh generation having launched in 2019.

The M3 in particular has earned a legendary reputation. Its precision engineering and unmistakable design make it more than just a car: it is a symbol of driving passion and performance. Celebrating 50 years of this icon called for a film that not only looked stunning, but also resonated on an emotional level.

When moving images meet moving music

For Tracks & Fields, creating the soundtrack was about capturing that fusion of heritage and forward momentum. Every note was carefully balanced to underline the aesthetics of the black M3 on screen and to honor the story of a car that has continuously inspired drivers for half a century.

From the first chord to the final crescendo, the music was built to echo the artistry of automotive engineering: precise, powerful, unforgettable. Just as the M3 has set standards for 50 years, the custom soundtrack helps the anniversary film set its own mark within BMW's storytelling legacy.

