



Media Information

July 11, 2019.

World-class BMW Motorsport Works drivers announced for BMW M Festival.

Jesse Krohn and Tom Blomqvist to represent BMW Motorsport at the first North American iteration of BMW M Festival.

Richmond Hill, ON. Coming off the heels of impressive second and fourth place finishes in the GTLM class behind the wheel of the BMW M8 GTE at the IMSA WeatherTech SportsCar Championship race at the Canadian Tire Motorsport Park this past weekend, BMW Works drivers Jesse Krohn and Tom Blomqvist will be back in Bowmanville this weekend to attend the BMW M Festival on behalf of BMW Motorsport.

“It’s an honour and a thrill to have both Jesse and Tom present at the BMW M Festival,” said Dominique Gargiulo, National Manager, Experiential Marketing at BMW Canada. “These are two excellent drivers who will be able to show our M fans the skill, dedication and enthusiasm it takes to be a BMW Motorsport athlete.”

Aside from being BMW Motorsport ambassadors, Krohn and Blomqvist will be interacting with BMW M Festival guests during fan meet and greets, autograph sessions and photo opportunities. The drivers will also be participating in the “Hot Laps” track event during select time slots and closing off both days’ driving experiences with a Q&A on the Music Main Stage.

Guests are encouraged to participate in the autograph sessions from 12:30PM – 2:00PM at the Motorsport Experience Truck on Saturday July 13th and Sunday July 14th.

For more information about BMW M festival or to purchase tickets, please visit

<https://bmw.mfestival.ca>.



Driver Bios

Jesse Krohn

From “BMW Motorsport Junior of the Year” to regular IMSA driver: Jesse Krohn is the finest example of just how successful BMW Motorsport’s promotion of young drivers has been. The Finn was crowned “BMW Motorsport Junior of the Year” in 2014, the first year since the programme was realigned. Since then, he has been a permanent fixture in BMW’s driver line-up for international GT races. Even early on in his career, the Finn made a name for himself on the Formula racing scene, before increasingly switching to GT racing. Overall victory in the 2015 VLN Championship and second place in the European Le Mans Series did not go unnoticed, and he soon moved on to bigger and better things. In 2016 he lined up in the ADAC GT Masters at the wheel of the BMW M6 GT3. In 2017, the Finn gained valuable experience in the Asian Le Mans Series. He also started alongside Jens Klingmann for the Turner Motorsport team in the GTD class of the IMSA Series. Since 2018, Krohn has been driving the BMW M8 GTE in the IMSA.

Tom Blomqvist

Unlike his father Stig Blomqvist, the 1984 world rally champion, Tom found his calling at the racetrack. He soon caught the eye in his rookie DTM season with BMW Motorsport, winning one race and the title “Rookie of the Year” in 2015. He continued his positive development the following year: In his second season in the DTM, Blomqvist finished on the podium on four occasions and ended the year in sixth place in the Drivers’ Championship, making him the second best-placed BMW driver. The Brit won the 24 Hours of Spa-Francorchamps in 2018.



BMW Group in Canada

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