

Media Information  
19 November 2019

## **BMW and MINI Driving Experience expands its course offering and promotes internationalisation intensively.**

Active driving programmes in more than 30 countries on five continents +++ Course offering expanded in the area of electric mobility +++ More than 125,000 participants worldwide each year

**Munich.** In 1977, BMW became the first carmaker to offer drivers the chance to hone their skills at the wheel, and it has continued to do so ever since. In the 42<sup>nd</sup> year of its existence, the BMW and MINI Driving Experience expanded its course offering significantly once again, and put more focus on electric mobility and handling modern driver assistance systems. The spectrum ranges from driver safety training courses, through winter training courses on snow and ice, to action-packed racetrack training courses.

BMW currently offers active driving programmes in over 30 countries on five continents. More than 125,000 participants around the world book a BMW and MINI driver training course each year. As part of a certification process, the BMW and MINI Driving Experience is promoting internationalisation intensively. By the end of 2019, the number of certified markets will increase from seven to ten, with other markets already making preparations.

Through the imparting of driving skills and driving pleasure, the BMW and MINI Driving Experience is making a contribution to training its customers in superior driving and, therefore, increasing safety on the roads.

### **Extensive course offering.**

The BMW and MINI Driving Experience offers a broad spread of training courses to suit novices and advanced drivers alike. As well as the diverse range of courses in the latest BMW, BMW i and BMW M cars, MINI training courses and courses for motorcyclists are also available. BMW Customised Experience also offers the opportunity to put together a tailored individual event from the complete range of cars, venues and training content.

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The BMW and MINI Driving Experience is split into the following elements:

- BMW Academy Experience
  - Safety training courses in BMW models
  - Taster training courses in BMW, BMW M and BMW i models
  - Training courses in BMW i models
  - Drift training courses in BMW M models
- BMW M Race Track Experience
  - Racetrack training courses in BMW M models
  - Nordschleife training courses in BMW M models
  - Racetrack training courses in the race car BMW M4 GT4
- BMW Winter Experience
  - Snow training courses in BMW, BMW X and BMW M models in Austria
  - Ice training courses in BMW M models in Sweden
- BMW Professional Driver Experience
  - Special training courses for professional drivers
- BMW Motorrad Experience
  - Safety training courses for bikers
- MINI Driving Experience
  - Safety training courses in MINI models
  - Nordschleife training courses in MINI models
- BMW and MINI Customised Experience
  - Half and full-day training course at the premises of the BMW and MINI Driving Academy
  - BMW personal coaching
  - Taster training courses
  - BMW scenic drives
  - Customised programme from our racetrack and winter range

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**Internationalisation forges ahead.**

The Netherlands were the first international partner to be certified in 2015. In the years that followed, demand for the “Official Partner of M” certification increased, which saw the markets of China, USA, Australia, South Africa, Korea and the Scandinavian countries tested and certified.

The certification is based on uniform global standards of quality for the training courses available. To ensure this requirement is met, the evaluation process is outlined in great detail and encompasses, among other things, the customer journey, marketing, infrastructure, but primarily the instructors and the content of the training courses. In the international BMW Instructor Academy, at BMW and MINI Driving Experience we have been training our instructors according to global standards since 1997 and putting them through their paces in an intense process.

The network will grow again in 2019. Poland, Russia and Thailand are implementing a suitable Driving Experience concept to become an ‘Official Partner of BMW M’. This will see the number of certified markets increase from seven to ten markets by the end of 2019, with other markets already making preparations.

**Multi-level training programme for instructors.**

Prospective BMW and MINI Driving Experience instructors first have to complete an extensive part-time training programme, for which there is a rigorous selection process. After all, the demands on qualified instructors will be high. In addition to technical knowledge, high levels of driving skill and experience in handling the products of the BMW Group, the aspiring instructors must also have educational and instructive skills.

To qualify as instructors, applicants must complete a multi-stage programme including co-teaching assignments and an examination. To teach the courses on ice or at the racetrack, which require more advanced driving and coaching skills, instructors must first consolidate their expertise with further special training modules.

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At the BMW Group Instructor Academy, would-be international instructors are taught all the skills they need to help their local customers achieve greater safety and driving enjoyment in line with the precisely defined standards of the BMW Group.

Information on the BMW and MINI Driving Experience can be found at:

<http://www.bmw-drivingexperience.com>

In case of questions, please contact:

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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