



Press release
11 December 2013

Adventures in the snow: BMW Winterfreude 2013/2014 in Garmisch-Partenkirchen, Kirchberg and Saalbach-Hinterglemm promises unbounded winter joy.

Exclusive driving experience with BMW xDrive intelligent all-wheel drive.

Munich. As the winter sports season gets under way, BMW xDrive is in peak form once again. Snow and ice afford the ideal conditions for this intelligent all-wheel-drive system to play off its strengths, and thanks to the BMW Winterfreude campaign, visitors to selected ski areas in Germany and Austria will have another opportunity to experience the benefits of BMW's intelligent all-wheel-drive system in the new season. In-depth product presentations within the cosy ambience of the BMW xCube will be complemented by extensive test drives in winter conditions to provide a powerful impression of the extra traction, directional stability and dynamics that come with this intelligent system. Over the current skiing season, the BMW Winterfreude campaign will be stopping off at Garmisch-Partenkirchen, Kirchberg and Saalbach-Hinterglemm. The latest models featuring BMW xDrive will be presented against the backdrop of these winter sports venues, including the new BMW X5 and the BMW 4 Series Coupe.

BMW xDrive permanently varies drive torque to the front and rear wheels as required. Within fractions of a second, an electronically controlled multi-plate clutch ensures a distribution of torque that is precision-adjusted to the relevant driving situation. Thanks to being linked up with the Dynamic Stability Control system (DSC), the all-wheel-drive system even allows for proactive adjustment of drive distribution. This means that, not only in snow and on unsurfaced terrain, but during dynamic cornering as well, all-wheel-drive performance is on tap even before wheel slip can set in, allowing engine power to be translated into sheer driving pleasure without any loss.

BMW xDrive is now available for more than 80 current BMW models, ranging from the compact BMW 1 Series to the BMW 7 Series luxury limousines and embracing both coupes and convertibles, in addition to the BMW X models that are the standard-bearers for an especially intense experience of traction, driving stability and dynamics.



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27 December 2013 to 5 January 2014: BMW Winterfreude in Garmisch-Partenkirchen.

As the curtain rises on the 2013/2014 BMW Winterfreude season, the latest BMW xDrive model fleet will be converging on the World Cup site of Garmisch-Partenkirchen. At the foot of the 2,962-metre Zugspitze, discerning winter sports enthusiasts have for decades enjoyed ideal conditions for snow-based activities. The venue of the 2011 Ski World Championships and the annual New Year's ski jumping of the Vierschanzen-Tournee (Four Hills Tournament) offers some 60 kilometres of pistes for skiers and snowboarders as well as a 28-kilometre network of trails for cross-country skiers.

From 27 December 2013 until 5 January 2014, Garmisch-Partenkirchen will serve as the starting point for an exclusive driving experience with BMW xDrive. Under the guidance of seasoned instructors, visitors can test their driving skills on ice and snow while experiencing hallmark BMW driving pleasure enhanced by intelligent all-wheel drive.

17 to 26 January 2014: BMW Winterfreude in Kirchberg.

The Tyrolean municipality of Kirchberg in the Kitzbühel Alps similarly affords the perfect backdrop for winter sports as well as for safe and exhilarating driving pleasure on snow and ice. This vacation centre is a popular base for outings to the area's ski slopes, cross-country trails and the ski regions of Kitzbühel/Kirchberg and Wilder Kaiser/Brixental – with nigh-on 450 kilometres of pistes covering all grades of difficulty.

From 17 to 26 January 2014, visitors to the Fleckalmbahn valley station in Kirchberg can additionally enjoy a vehicle demonstration at the BMW xCube as well as rides in all-wheel-drive BMW models. Snow-covered roads and carefully prepared sections beyond the public highways will furnish the perfect terrain for experiencing authentic BMW Winterfreude.

1 to 23 February 2014: BMW Winterfreude in Saalbach-Hinterglemm.

The third stop for the BMW Winterfreude 2013/2014 campaign is another community in the Kitzbühel alpine region – Saalbach-Hinterglemm in the Austrian



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province of Salzburg. Saalbach hosted the Alpine Ski Championships back in 1991 and offers sports enthusiasts around 200 kilometres of prepared pistes with 55 cableway and ski lift installations, a comprehensive cross-country trail network and numerous snow parks, toboggan runs, hiking trails and ice rinks.

The BMW Winterfreude event hosted by Saalbach-Hinterglemm from 1 to 23 February 2014 promises yet more variety. Here, too, visitors to the BMW xCube can learn about the latest range of BMW xDrive models before enjoying a first-hand experience of hallmark BMW driving pleasure with the added dimension of intelligent all-wheel drive – both on and off the roads of this winter sports region.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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