

Press kit
29 September 2015

25 years of the BMW Snow Experience in Sölden and an overview of the entire driver training portfolio.

**The BMW and MINI Driving Experience
celebrates the anniversary of the classic winter
programme, one of the highlights of the driver
training portfolio.**

Munich/Sölden. A handshake back in 1990 heralded the birth of winter driver training in Sölden. The first training event was hosted by the Austrian resort the following year, since when several thousand BMW Snow Experience courses have taken place there. It all started with six-day events, in which skiing was an equally important element as the driver training itself. Today, a wide selection of models from the current BMW line-up – from the BMW M4 to the BMW X5 – are put to work in a variety of different courses. The constructive partnership between the BMW Driving Experience and the Sölden region has become stronger and stronger over the years since it began.

The handshake, shared by Josef Bücherl – one of the development brains behind BMW driver training – and Hans Falkner, manager of the hotel Das Central in Sölden, represents the opening chapter in the successful history of the BMW Snow Experience. “A handshake was all we needed back then,” Bücherl recalls. “It wasn’t until some time later that we put all the key details of our agreement down in writing.”

The BMW Driving Experience winter training programme in Sölden takes place in a quite unique location. At 2,800 metres (over 9,000 ft) above sea level, it is the highest driver training centre in the world.

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An exclusive one-off training event in Sölden will be held to celebrate the 25th anniversary.

The BMW and MINI Driving Experience.

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 2011, what began as a “driving school” was repackaged under the “BMW and MINI Driving Experience” banner to serve up driving experiences of a very special variety. From drifting on ice and snow and the pursuit of the ideal line on the race track all the way to tours through picturesque landscapes – the BMW and MINI Driving Experience offers a broad spread of training courses to suit novices and advanced drivers alike. The basic idea behind the courses has remained the same for the last 35-plus years: learning how to work effectively with the car in a wide range of – sometimes critical – driving situations will allow participants to go beyond their daily driving with well-trained skills and supervision. As the exercises in all BMW and MINI Driving Experience training courses are run in small groups, the BMW instructors can explore the particular strengths and weaknesses of each participant individually.

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

- BMW Driving Experience
 - BMW Safety Experience
 - BMW i Experience
 - BMW M Experience
 - BMW Snow and Ice Experience
 - BMW Tour Experience
 - BMW Professional Driver Experience
- BMW Riding Experience.
 - BMW On Road Experience

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- MINI Driving Experience
- BMW Customised Experience (incl. Personal Coaching)

BMW Driving Experience. BMW Safety Experience.

Mastering the challenges of everyday driving.

This course focuses primarily on driving safety. An ever growing number of driver assistance systems provides highest safety levels today. However, 95 percent of accidents occurring are caused by human error. Which means it is important for drivers not only to have the latest safety features on board, but also to practise using them and to ensure they do their work flawlessly at the wheel. The BMW Safety Experience takes this as its starting point and gives drivers the tools to react as effectively as possible in critical situations.

BMW Compact Basic Training.

Practicing their skills at the wheel under controlled conditions enables drivers to tackle everyday situations on the road with significantly greater assurance applying both, experienced drivers and beginners. With this in mind, the half-day BMW Compact Basic Training course gives the participants (maximum of 10 per group) valuable knowledge when it comes to assessing dangerous situations more effectively, identifying them in good time and responding correctly in hazardous situations. The course begins with a theory-based section, which includes explanations of how to sit, steer and brake correctly. In the driving exercises that follow, BMW Compact Basic Training participants learn how to guide their car confidently and securely through city traffic – from appropriate responses in braking situations to the execution of effective evasive manoeuvres.

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BMW Compact Basic Training Young.

This training course is tailored specifically to novice drivers and gives them valuable practice for emergency situations which demand clear reactions. Learning how to reliably assess their own ability is a particularly helpful tool for young drivers. The course is offered at an affordable price with the age of the participants in mind and is open to 17-year-old drivers accompanied by the adult entered in their driving licence.

BMW Basic Training.

In the one-day BMW Basic Training course, participants learn how to assess their driving more accurately at city driving speeds. However, in addition to braking and evading exercises, they also try their hand at dynamic cornering drills. Tests focusing on target braking manoeuvres show participants how to brake with full power, while purposefully inducing understeer and oversteer prepares them for cornering in dangerous situations and develops a finer sense of how to react confidently and effectively to unexpected situations. Other exercises highlighting emergency braking, target braking and dynamic lane changes teach participants skills to negotiate hazardous situations.

BMW Basic Training Young.

This training course is geared to drivers aged between 18 and 25. For a specially reduced price, participants learn about the key fundamentals of car control over a single day. This training course is also open to 17-year-old novice drivers accompanied by the adult entered in their driving licence.

BMW i Experience.**New drive systems – same driving pleasure.**

The BMW i3 eDrive Experience saw BMW become the first manufacturer of premium cars to offer a specific training course featuring electric vehicles.

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Now the programme includes two more courses in which participants also get behind the wheel of the BMW i8 sports car with plug-in hybrid drive. While the BMW eDrive Experience focuses on electric mobility and the functions of the BMW i3 and BMW i8, the BMW i meets BMW M course centres on sporty driving in the BMW i8 and BMW M6.

BMW i3 eDrive Experience.

Shortly after the BMW i3 came onto the market in 2013 it became a firm fixture of the BMW Driving Experience line-up. In this course, participants drive the BMW i3 exclusively. At the BMW and MINI Driving Academy in Maisach the participants familiarise themselves with the BMW i3 and find out all the key details about the BMW i mobility and lightweight design concept, the car's battery and driving characteristics, as well as service and maintenance. Beyond this, they also learn about the charging process, energy recuperation and the one-pedal feeling. They subsequently get behind the wheel of the BMW i3 themselves on two training areas and a circuit, giving them the opportunity to sample the specific characteristics of an all-electric car and its technical capabilities. The response from customers indicates that the training courses with the BMW i3 at the BMW and MINI Driving Academy training facility in Maisach have become great success.

BMW eDrive Experience

This new training option allows participants to experience the fascination of BMW i to the full. Seasoned BMW instructors provide them with a greater understanding of future mobility, at first in theory and later in practice. A special course has been set up at the BMW and MINI Driving Academy so that participants can experience the various driving modes offered by these trailblazing cars. And, in the highlight of the day, participants get behind the wheel of the BMW i8 to experience how the combination of sports performance and exceptional energy efficiency feels first-hand.

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BMW i meets BMW M.

The two flagship models in the BMW i and BMW M model ranges are the stars of this new training course. Participants are given the opportunity to drive the BMW i8 with its plug-in hybrid drive system as well as the high-performance BMW M6 on the same afternoon. The BMW instructors offer an insight into the sophisticated technology which guarantees the BMW i8 sports-car performance capability yet also small-car efficiency, before the group heads out onto the practical training area. The participants finish off by taking both models for a few laps of the BMW and MINI Driving Academy circuit.

BMW M Experience.**The ultimate driving experience.**

On this course, participants can explore the full dynamic potential of the BMW M cars. Awaiting them is a quite unique experience: one or two days spent at full speed and engaged in extreme driving manoeuvres under ideal conditions. The programme includes dual lane changes at higher speed, controlled drifts and the chance to approach the ideal line on the race track. BMW instructors with experience of race competition guide the participants through the exercises, instilling a sense for the racing line and for piloting a car at high speeds.

BMW M Drift Experience.

Learning to deal with a sliding rear also dispels any fear of fast lane changes or evasive manoeuvres in emergency situations. In order to bring these skills to perfection, a maximum of eight participants in the half-day BMW M Drift Experience course focus on the theory of driving dynamics and on controlling oversteer. Once they have mastered the art of sliding sideways over the wide-open spaces of the BMW and MINI Driving Academy in Maisach, it's time to put their freestyling skills to the test in a drift slalom challenge over a specially

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designed course. Controlled drifts on a wet surface set the seal on this training course.

BMW M Power Insider.

The BMW M Power Insider course gives groups of no more than 12 participants a day behind the scenes of BMW M. A BMW professional is on hand at the BMW Test Centre at the Nürburgring to offer advice and answer any questions, while a technology workshop gives participants access to first-hand information from BMW test engineers.

Following a detailed briefing, they are then introduced to the place where the high-performance sports cars from BMW M are endowed with their genes: on the Nürburgring's Nordschleife circuit, participants take the wheel themselves to experience several laps behind a pace car driven by a BMW instructor.

BMW M Intensive Training.

Now it's time to turn your first wheels on a race track: high speeds, dynamic driving situations and confident evasive manoeuvres are the key elements of the one-day BMW M Intensive Training. This course focuses primarily on linking sequences of movements together and thinking ahead. On the evening before the action begins, participants are given an extensive introduction to the theory of track driving in preparation for the drills the following day. These include controlled braking, evasive manoeuvres through corners, dual lane changes, oversteer exercises and timed slalom runs – with even some controlled drifting brought into play. To make the learning processes as effective as possible, participants first run through every corner at low speed. Yet even at a modest 100 km/h (62 mph) they can experience how important – but also how tricky – it can be to brake and turn in at just the right time and hit the optimum corner radius. Driving pleasure rises from round to round when the drivers return to the track in order to follow the racing line behind the pace car.

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BMW M Perfection Training.

Motorway speed and absolute car control are the key themes of the two-day BMW M Perfection Training. From dual lane changes at high speed to perfecting the ideal line on the race track, participants train their reflexes and driving skills. Under the guidance of experienced instructors with racing experience, participants gain perfect sense of high speed motoring. The aim is to achieve a very high level of vehicle control providing excellent preparation for negotiating hazardous situations at motorway speeds.

BMW M Fascination Training.

This ultra-dynamic BMW Driving Experience is a very special event for skilled drivers, allowing the participants to absorb the atmosphere of the race track very close. BMW M Fascination Training introduces them to brand new dimensions of driving at European race circuits. Professional instructors, including a handful of racing drivers, give valuable tips on working out the ideal line. In addition, participants also learn how to brake into corners and drift in a circle, complete slalom runs on the circuit and follow in the tracks of a pace car for several laps. To take part in this training course, drivers need to have completed a BMW M Perfection training course or to be able to provide evidence of comparable experience.

BMW M Fascination Nordschleife.

20.8 kilometres, 73 corners with varying radii, crests, compressions and more challenges than you can count, all nestling amid a fairytale landscape: welcome to the Nürburgring Nordschleife. If you want to cut it here as a driver, you have to work the circuit out step by step. The two-day BMW M Fascination Nordschleife training course begins with a briefing on driving dynamics. The active driving part

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of the course then breaks the 'Ring' down into sections. BMW instructors with racing experience explain what is needed to look out for and how to handle the various sections of the circuit best. The participants start by learning how to negotiate each section of the track, one by one, behind the pace car. Then they put together whole laps, likewise behind a pace car driven by the course instructor.

BMW Snow and Ice Experience.

Learning to bring instability under control.

With the right preparation, winter driving on public roads can be stripped of its fear factor. The participants in the BMW Snow and Ice training courses get the chance to learn the techniques required to drive safely on snow and ice – away from other road users. BMW Snow Training courses take place in front of the snow-covered Alpine backdrop of Sölden in Austria. The glacier above the resort offers the highest winter training venue in the world. Snowbound tracks, tight mountain passes and extremely slippery ice-covered surfaces offer perfect conditions for the BMW Snow Drift, BMW Snow Basic and BMW Snow Intensive training courses.

BMW Ice Power Training, BMW Ice Perfection Training and BMW Ice Fascination Training courses, meanwhile, take place in Arjeplog, Northern Sweden, over vast expanses of ice not far from the Arctic Circle.

BMW Snow Drift Training.

The BMW Snow Drift course focuses on drifting – i.e. controlled oversteering on snow – with BMW M cars. Drifting is not only fun, it also enhances the ability to drive safely at the limit. During the half-day BMW Snow Drift course in Sölden, the maximum 10 participants learn how to control the car safely on snow and ice,

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and practise oversteer manoeuvres with the aim of executing controlled drifts. After succeeding, participants are ready for the drifting course and drift slalom competition.

BMW Snow Basic Training.

Participants of this course develop the composure and confidence to handle tricky situations on snow- and ice-covered roads with skill and expertise. Participants start off with learning the fundamentals of driving dynamics in wintry conditions and practise how to put on snow chains. In the driving section of the course, the participants warm up with braking and evading exercises before progressing to more demanding drills, such as moving off uphill and downhill with snow chains fitted, and braking and avoiding obstacles on downhill sections of road. This training course demonstrates just how much fun winter driving can be.

BMW Snow Intensive Training.

During the two-day two-day BMW Snow Intensive training course in Sölden participants are taught to climb or descend a snowy or icy gradient on narrow mountain passes without breaking out in a sweat.

Emergency braking, lane changes, evasive and steering manoeuvres, drifting and the correct technique for moving off in slippery conditions are the key elements of this course. On Sölden's Rettenbach glacier – the highest winter training venue in the world – participants practise correct braking techniques on a slope in wintry conditions, as well as obstacle avoidance on a downhill slope and braking to maximum effect before and during a corner. Special winter highlights are the snow chain competition, the drift slalom course and the off-road course with BMW X vehicles.

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BMW Ice Power Training.

On frozen lakes in northern Sweden, the participants in the BMW Ice Power Training course learn how to master the full range of challenges presented by winter driving. For many, drifting over icy surfaces in BMW M cars provides a very special adrenaline rush. During the three days of this course, participants experience winter driving fun at an intensity they will struggle to find anywhere else.

BMW Ice Perfection Training.

In Arjeplog, 60 kilometres (37 miles) south of the Arctic Circle and just next door to the BMW Test Centre, the participants in the four-day BMW Ice Perfection Training (maximum of 10 per group) will find unbeatable conditions for brushing up their driving skills in wintry conditions. In temperatures that can drop as low as 30 degrees Celsius below zero, they can test their ability to master extreme situations in a controlled and confident way at the wheel of a car fitted with spiked tyres. On the extensive and specially prepared ice surfaces, they learn oversteer and drifting techniques as well as practising controlled acceleration and skilful obstacle avoidance. Forward and reverse turns, a timed slalom and emergency braking or braking within a set distance (both with and without chassis control systems engaged) are all part of this course. A passenger-seat taxi ride in the BMW Ice Racer caps the BMW Ice Perfection Training.

BMW Ice Fascination Training.

Participants who have successfully completed the BMW Snow Intensive Training, BMW Ice Perfection Training or BMW M Perfection Training course are eligible to explore the dynamic limits of the vehicles in the five-day BMW Ice Fascination Training in Arjeplog, Sweden.

The participants pilot the cars over a frozen lake at high speed and under hard cornering acceleration. They are locked into almost constant drifts – over long

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distances, through slalom courses and at high speed on the rally circuit. And at the end of this training course participants even get the chance to drive the BMW Ice Racer themselves.

BMW Tour Experience.

The vehicle at one with nature.

The Tour Experience comprises a selection of Day and Multiday Tours, with the focus firmly placed on driving pleasure and a relaxing recreational experience.

The single-day BMW Day Tours lead along quiet backroads through stunning landscapes. En route, participants will discover some genuine insider tips while enjoying a leisurely excursion.

Thrilling journeys to fascinating destinations await on the longer BMW Multiday Tours. Off-road enthusiasts can embark on adventure trips in Namibia and South Africa, where participants get to put both their driving skills and the all-wheel-drive cars to the test as they leave the beaten track behind to tackle gravel, sand and scree – all the while learning to handle the vehicle with ever greater aplomb. During the action-packed tour, participants also have the opportunity to explore the country they are travelling through.

The Cabrio Tours, meanwhile, offer a unique way of combining the driving experience with an unforgettable encounter with nature.

BMW Cabrio Day Tour.

Setting off from an individually selected starting point, such as BMW Welt in Munich, the tour takes participants through the scenic Fünfseenland region of lakes and into the Alpine foothills. After lunch, the route leads up into the mountains before heading back to Munich along twisting mountain passes. The tour includes driver and vehicle changes to give participants an opportunity to

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get to know all the BMW convertible models. We are happy to plan individual tour routes on request.

BMW Cabrio Multiday Tour.

The BMW Cabrio Multiday Tour likewise revolves around the pleasure of open-top driving. Participants drive along winding minor roads at the wheel of a BMW convertible, surrounded by breathtaking scenery. One of the classic routes starts with a drive through the foothills of the Alps along mountain passes on day one, followed by an overnight stay at Lake Tegernsee. On the second day, the tour takes participants via Lake Schliersee, Sudelfeld and the Tatzelwurm mountain road into the Berchtesgadener Land region and onto Germany's highest panoramic road, before heading through the Salzkammergut area and back to Munich.

BMW All-Road Day Tour.

There is no skill needed to driving a BMW X5 safely on the road. It's only when vehicles of this calibre leave the tarmac behind to venture into open terrain that things start to get really exciting. For that reason, the BMW All-Road Day Tour starts off on the xDrive course at the BMW and MINI Driving Academy in Maisach. This is followed by an excursion into open terrain where participants can undertake brand new challenges under the expert supervision of trained instructors. Here they discover exactly what it takes to manoeuvre a vehicle in extreme terrain. What's more, participants will become quickly acquainted with the capabilities of xDrive, the intelligent BMW all-wheel-drive system.

BMW Namibia Multiday Tour.

For eight days, the 12 participants get to explore the vast expanses of South-West Africa at the wheel of a BMW X5, covering a distance of 1,300 kilometres (800 miles).

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The BMW Namibia Multiday Tour takes participants through immense sand dunes and dried-out riverbeds, over steep mountain passes, along the Atlantic coast and past salt pans through the heart of a wondrous lagoon landscape. In Namibia the off-road element is taken seriously, with participants driving through rough terrain, over gravel, scree and sand. The fascinating fauna, rock paintings thousands of year old and incredible scenery also help to make this tour a simply unforgettable experience.

BMW South Africa Multiday Tour.

Setting off from Cape Town, this tour gives participants the chance to explore the Atlantis sand dunes, spectacular coastal scenery and mountain passes, the breathtaking Cederberg mountains, as well as the Cape of Good Hope in the latest BMW X5 models. The territory of the legendary “big five” wild animals forms a further highlight on this eight-day trip, while challenging off-road sections also put driving skills to the test. Participants stay in select luxury accommodation en route.

BMW Professional Driver Experience.

With more responsibility comes the need for even more safety.

Professional drivers and chauffeurs must be capable of maintaining complete control even in critical situations, while driving their vehicle at high speed yet still safely. At the restructured BMW Professional Driver Experience, instructors who have been specially trained for this type of course teach professional drivers the art of staying in complete command of their vehicle. This gives them the skills they need to meet the responsibilities of their work.

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BMW Basic Training for Professional Drivers.

BMW Basic Training for Professional Drivers has been specially devised to provide the necessary grounding for achieving supremely assured handling of the vehicle, both in everyday driving and in unexpected critical situations. This course also starts off with the basics, such as the correct seat and steering wheel position. A maximum of eight participants per group practise emergency braking, evasive manoeuvres and emergency lane changes at the BMW and MINI Driving Academy facilities in Maisach, so that they can react appropriately in situations where obstacles suddenly appear ahead. The ability to effortlessly bring an oversteering or understeering vehicle back under control is a skill that doesn't just come in useful for the timed slalom at the end. Being able to react professionally under pressure is, after all, the hallmark of a true expert.

BMW Intensive Training for Professional Drivers.

This course greatly expands the basic techniques acquired in the one-day training course to prepare professional drivers for those situations where standard driving manoeuvres no longer suffice. The BMW Intensive Training for Professional Drivers seeks to give drivers the skills needed to tackle exceptional situations with a cool head and a sure hand. Specially trained BMW instructors teach participants how to execute advanced high-speed manoeuvres out on the training circuit, for instance. Convoy driving with multiple vehicles also forms part of the programme of instruction, as does off-road driving in the BMW X5 over the xDrive course.

BMW Snow Intensive Training for Professional Drivers.

The BMW Snow Intensive Training for Professional Drivers is designed to help professionals get their vehicle and their passengers to their destination safely and comfortably even in snow and ice. The training content is largely the same

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as that of the classic BMW Snow Intensive Training course, but with the focus placed on the safe transport of passengers. Training units ranging from fast lane changes to avoiding sudden obstacles in bends to recovering understeering or oversteering vehicles on slippery surfaces all serve to broaden the participants' driving skills. The tips and tricks imparted by the BMW instructors provide the necessary expertise for driving safely even in the most treacherous winter conditions.

BMW Security Vehicles Intensive Training.

Chauffeurs for high-ranking people frequently have to drive armoured vehicles. These are considerably heavier than normal cars, therefore meaning they are also very different to handle. Professional BMW instructors show course participants all the skills they need for their highly responsible job. And this is far more than just pure driving technique. Consequently, besides practising fast J-turns, Y-turns and powerslides, anticipatory driving and learning to stay perfectly composed under intense pressure are also key elements of the training programme.

BMW Security Vehicles Perfection Training.

This advanced course adds the finishing touches to participants' training. How to deal with extreme situations and escape from them, techniques for handling an armoured vehicle as well as mental strength: all the know-how from preceding professional training programmes is consolidated during this three-day course. Participants are also taken to the next level of driving expertise: night-time training units, escape scenarios under paintball attack and high-speed pace car laps on the racing line, for example, help them ensure they rank amongst the very best in their profession and offer their passengers the highest possible level of safety and security. After completing this course, participants will have everything it takes to be a professional driver.

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BMW Riding Experience.

BMW On Road Experience.

The thrill of two wheels.

At the end of a long, hard winter, all responsible motorcyclists should start cautiously as they get to grips with their machine again. The same is true of beginners through to seasoned riders: before taking the bike out of the garage and setting off on their first longer trip, bikers should refresh their riding skills and, even better, add to them.

BMW Riding Compact Training.

For newcomers to biking, the formula for success is quite simple: the more practice they get, the safer they will be out on the road on their bike. On the BMW Riding Compact Training course, expert instructors teach participants how to react with great poise at critical moments. Knowledge of the right way to shift weight and the correct steering motions and impulses provides the necessary grounding for staying in full control of the motorcycle in unexpected situations. The training session is rounded off by practical braking and steering exercises, for instance, as well as tips and tricks from the instructors to make riding even safer.

BMW Riding Advanced Training.

No matter how well motorcyclists know their machine, there is always room for improvement. Intensive training in various cornering techniques, taking evasive action and slalom riding, along with tips on where to look and how to act in hazardous situations, all ensure the participants are ideally equipped for safe riding out on the road. Experienced instructors provide personal feedback during

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the practical exercises, allowing the participants to concentrate on those areas they wish to improve.

MINI Driving Experience.

The BMW Group first opened up its tremendous expertise in the field of driving safety to a whole new clientele with the MINI Driving Experience in 2003. Ever since, participants have had the opportunity to hone their personal driving skills under professional guidance at the wheel of MINI models and gain a greater awareness of what it means to drive safely out on the road.

MINI Quick Pack.

The MINI Quick Pack is a half-day programme packed with practical driving exercises, as well as tips and tricks from experienced MINI instructors. It begins with a theory session on driving dynamics, correct seat position and steering technique before the participants put their reflexes to the test with braking and evasive manoeuvres and fast lane changes at typical urban driving speeds. Then it's time to probe the physical limits of vehicle handling. Having experienced these in the safe environment of a training circuit, the participants will then be able to react more confidently in dangerous situations in real life. The event concludes with a race through the slalom course, where participants get to experience the legendary feel of driving a MINI.

This training course is offered at discounted rates for drivers aged between 18 and 25. It is also open to participants from the age of 17 if supervised while driving, provided that the accompanying person entered on the driving licence also takes part.

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MINI Starter Pack.

The full-day MINI Starter Pack course starts with a brief theoretical introduction before quickly progressing to the practical section. Participants practise braking and steering manoeuvres and explore their vehicle's limits when oversteering and understeering. In addition to this, they are trained in the art of anticipatory driving. The ability to recognise potentially hazardous situations in advance makes it easier to react in the right way. The highlights of this training course include learning how to perform a high-speed handbrake turn and taking part in the MINI contest at the end. For this slalom race, participants must have acquired a sure feeling to judge the right speed and the right line for manoeuvring the MINI through the course as quickly and as elegantly as possible.

This training course is likewise offered at discounted rates for drivers aged between 18 and 25. It is also open to participants from the age of 17 if supervised while driving and if the accompanying person entered on the driving licence also takes part.

MINI Fascination Nordschleife.

The MINI Fascination Nordschleife training course gives participants the opportunity to discover what their own driving abilities and the MINI are capable of on the Nürburgring Nordschleife. This is considered by professionals to be the toughest race track in the world, earning it the nickname of the "Green Hell". After first completing a theory unit, participants go out onto this legendary circuit to gradually improve their skills. MINI instructors with race track experience guide the participants around the entire Nordschleife on pace car laps while following the racing line. In a series of special exercises, they acquire the feel for the car needed for driving at higher speeds

MINI Snow Action.

On the MINI Snow Action course, participants learn how to handle MINI models

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safely in wintry road conditions. The experienced MINI instructors put them through their paces with starting exercises, tough braking and evasive manoeuvres and emergency lane switches, while the MINI can show off all its classic strengths on snow and ice.

History.

The road to the BMW Driving Experience and MINI Driving Experience.

Over three decades ago, the BMW Group had already come to the conclusion that it is not enough to simply develop and build sporty and dynamic automobiles. To ensure that customers were also capable of driving them safely and expertly, they had to be assisted in acquiring the necessary driving skills as well. In 1977, BMW Motorsport GmbH therefore invited customers to attend a driver training school for the first time under the slogan “The ideal combination of a better car and a better driver”. This was rooted in the finding that it wasn’t just safe cars but, first and foremost, well-trained drivers that could help to reduce the risk of accidents, which led to the BMW Driving School offering its first 15 courses, each for a group of 20 participants. The courses were booked up in no time. 22 April 1977 marks the “birth” of BMW Driving Safety Training, as it was on this date that the first participants completed their training exercises in a BMW 320i.

Getting started: aiming to deliver expert training.

The decision to set up a driver training school had first been taken by the BMW Board of Management on 3 February 1976. In that same year, a team was recruited with a view to implementing this decision as professionally as possible. In August 1976, the then head of BMW Motorsport GmbH, Jochen Neerpasch, and Börries von Breitenbuch, who had been sports secretary of the

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Automobilclub von Deutschland (AvD) for many years, agreed to jointly devise a wide-ranging training programme.

Von Breitenbuch and Finnish professional rally driver Rauno Aaltonen had already amassed two years' experience conducting driver training courses. The pair's demanding approach was an ideal fit with the professional standards of BMW. In addition to precise analysis of driving situations that can cause problems in everyday driving, they also focused on teaching the kind of driving skills that lead to success on the race track, among them finding the right "line" – with clearly defined braking, turn-in and turn-out points. For Neerpasch, it was an obvious move to sign on Börries von Breitenbuch and Rauno Aaltonen as Head of Training and Chief Instructor respectively.

The instructors' training.

Today, 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 the necessary personal skills for efficient communication of their expertise. Participants in the instructor training programme are therefore familiarised in detail with the educational and didactic philosophy behind the training courses and tours. They learn how to identify the individual strengths and weaknesses of course participants and how to ensure a successful learning outcome as effectively as possible.

To qualify as instructors, applicants must complete a multi-stage programme. The basic training is followed by five co-teaching assignments and then by an examination. Once the basic training has been completed, the new instructors are already entitled to conduct certain types of training. However, to teach the courses on ice or at the race track, which require more advanced driving and

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didactic skills, instructors must first consolidate their expertise with further special training modules. In this way they can progress through a total of four instructor qualification levels, although they will only advance to the next level once they have a perfect grasp of the requirements of the previous one.

BMW Group Instructor Academy – uniformly high international standards.

The push to internationalise the BMW and MINI Driving Experience began back in the 1990s. The prime goal was and continues to be to ensure that the high standards developed by BMW M GmbH in Munich are applied in other countries in exactly the same way. This gave rise to the founding of the BMW Group Instructor Academy, where would-be instructors are taught all the skills they need to help customers in their particular country achieve greater safety and driving enjoyment in line with the precisely defined standards of the BMW Group. The growing demand in all markets for BMW and MINI Driving Experience events has also resulted in an increase in the number of courses being offered at the BMW Group Instructor Academy. Training courses for instructors from all over the world are now held several times a year. With this tool, BMW M GmbH has created the basis for achieving a uniformly high standard worldwide.

Motor sport experience for the road – the Chief Instructors.

From the very outset, the choice of Chief Instructors for the BMW und MINI Driving Experience has also reflected the desire to transfer driving skills and know-how from the race track to the road in the interests of greater safety. The Finnish rallying legend Rauno Aaltonen, whose previous achievements included winning the 1967 Monte Carlo Rally in a Mini, was appointed as the first ever BMW Driver Training Chief Instructor in January 1977. The team has repeatedly benefited from the experience of professional racing drivers ever since. The

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current Chief Instructor is Claudia Hürtgen, who continues to enjoy success in endurance and touring car racing. There are many active racing drivers among the other instructors as well.

The BMW and MINI Driving Academy.

Since September 2012, the BMW and MINI Driving Experience has had a new home: the BMW and MINI Driving Academy in Maisach. Located just 30 kilometres (19 miles) from Munich and extending over a total area of 130 hectares, this site offers the ideal set-up for staging professional driving safety training courses and customised events. The following training and event facilities are available for use:

- A 1.8-kilometre (1.1-mile) circuit
- Four irrigated dynamic areas
- Three irrigated circular areas, each with a diameter of 42 metres
- Slalom tracks
- The xDrive course
- The BMW i3 course
- The reception and event building as well as a separate event hall measuring 800 square metres in size, with room for up to 400 guests
- Three shelters for events

There is more than enough space here for all manner of driving exercises at varying speeds up to a maximum of 160 km/h (100 mph). Since it was first inaugurated in autumn 2012, more than 4,000 driving safety training events and live driving incentives attended by over 40,000 participants have taken place here.

In the time it has been using the site – formerly a busy military airfield – the BMW Group has taken the matters of nature conservation and noise emissions very

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seriously. The site's extensive meadow areas are cultivated in accordance with a professional care plan – parts of these areas have already been restored and zones outside the conservation area have been improved and replanted. In consultation with the neighbouring community, a fair balance is maintained between use of the site for driving safety training and the legitimate concerns of residents in the surrounding area and environmental protection groups.

As a particularly good neighbourly gesture, free driving safety training courses are offered at the BMW and MINI Driving Experience facility for young drivers from communities in the immediate vicinity who have just passed their test.

Outlook.

Today, the BMW and MINI Driving Experience offers around 50 different training courses in all for BMW, MINI and BMW Motorrad in 30 countries around the globe. BMW became the first premium carmaker to offer a training course in an electric vehicle when it added the BMW i3 eDrive Experience. The choice of training courses with electric and plug-in hybrid models is being gradually expanded. On such courses, an introduction to the specific product qualities is combined with extensive driving safety training content.

And the BMW and MINI Driving Experience will reinforce its pioneering reputation when it comes to the rest of the training portfolio, too, with continuous adjustments and additions. For example, consideration is currently being given to the possible course content and prospects for special target groups such as senior citizens.

Every year, around 25,000 participants on driving safety training courses learn how to recognise critical situations, react correctly to them and ideally avoid them altogether. Over the course of the coming years and in line with the internationalisation strategy of the BMW and MINI Driving Experience, these

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training courses are to be conducted in further markets to the same highly professional standard so even more people can benefit from them.

For any questions, please contact:

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