

# BMW AND MINI DRIVING EXPERIENCE.

MEDIA INFORMATION.



**BMW  
GROUP**



# BMW AND MINI DRIVING EXPERIENCE: MEDIA INFORMATION.

## 40 YEARS OF BMW AND MINI DRIVING EXPERIENCE IN 2017 – AN OVERVIEW OF THE ENTIRE DRIVER TRAINING PORTFOLIO.

**Foreword by Robert Eichlinger.**

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# FOREWORD.

## DEAR MEDIA REPRESENTATIVES,



2017 is a very special year for us. The BMW and MINI Driving Experience is celebrating its 40<sup>th</sup> anniversary. The first official training courses took place in Manching on 22nd April 1977, under the guidance of BMW Motorsport GmbH. Starting with 15 participants, these training courses were not only a great success, but were also among the first driver training courses ever to be given in the automobile industry. The goal then was the same as today: to combine perfect automobiles with equally good driving skills – “to improve the performance of the package of man and machine” was the goal in those first training protocols. It is not just with safety in mind: the desire has always been to push driving pleasure to the limits using experience gained in motorsport.

40 years later, today’s BMW and MINI Driving Experience offers a broad range of training courses, which have been consistently developed and perfected over the last four decades. The fundamental idea remains the same as it was 40 years ago: the participants become trained and competent drivers in daily traffic by learning to handle the car consciously in various, sometimes critical, situations.

Whether for individual participants, groups, as a customised corporate event, or for professional drivers – our approach goes far beyond simply conveying valuable knowledge and producing better drivers. Our passion is providing our customers with unforgettable moments and experiences guaranteed to give you goosebumps, as well as allowing you to experience the performance of our cars in the habitat they were developed for. Our portfolio

transcends the BMW brand, with sub-brands BMW i and BMW M, MINI and BMW Motorrad: from our classic driver training courses to the tours across Namibia and South Africa in the BMW X5; from circuit, winter and drift training courses in BMW M models, to future-oriented training courses in the visionary BMW i8.

The BMW and MINI Driving Experience is also bigger than ever beyond Germany’s borders: roughly 40 different courses are currently held in over 30 countries. The BMW Driving Experiences in the Netherlands and the USA have now been certified as “Official Partner of BMW M”. This means they have passed a thorough examination and meet the strictest quality standards of the BMW and MINI Driving Experience. Other event locations include Australia, Sweden, Finland, South Korea and South Africa. What began with 15 customers in 1977 now attracts more than 100,000 participants around the world every year. Each year, more than 25,000 people take part in training courses organised in Germany alone.

As you can see, there is plenty to talk about when it comes to the BMW and MINI Driving Experience. That is what we have done in this press kit. I hope you enjoy reading it, and would be delighted were you to report on us and our training courses.

**Robert Eichlinger**

Head of the BMW and MINI Driving Experience

# 40 YEARS OF THE BMW AND MINI DRIVING EXPERIENCE.

## MILESTONES.



### 3<sup>RD</sup> FEBRUARY 1976: THE START-UP PERIOD.

The management board at BMW takes the decision to form a “driving school”. In the same year, contacts are established to ensure that this move is implemented professionally. The Managing Director of BMW Motorsport GmbH at the time, Jochen Neerpasch, and the long-term sport

secretary of the AvD (Automobile Club of Germany), Börries von Breitenbuch, agree in August 1976 to work together to draw up a multi-faceted training plan. Neerpasch puts von Breitenbuch in charge of training. Professional Finnish rally driver Rauno Aaltonen is employed as chief instructor.

### 22<sup>ND</sup> APRIL 1977: THE BIRTH OF THE BMW DRIVER SAFETY TRAINING COURSES.

It is on this day in history that the first participants complete their training exercises in a BMW 320i. This is the first of

15 courses advertised at the BMW driving school, each of which is for 20 participants.





### 1991: A HANDSHAKE LEADS TO THE BMW SNOW EXPERIENCE.

The winter training courses in Ötztal started with a handshake between Josef Bücherl, one of the BMW driver training course developers, and Hans Falkner, head of the luxury 5-star hotel “DAS CENTRAL – ALPINE . LUXURY . LIFE”, in Sölden in 1990. The first course took place the following year. Since then, thousands of BMW Snow Experience courses have been held at the winter training facility, which, at almost 3,000 metres above sea level, is the highest of its type in the world. It all started with six-day events, at which as much emphasis was placed on skiing as actual driver

training. Now, a wide range of the latest BMW vehicles are used on a host of different training courses – from the BMW M4 to the BMW X5. To mark the 25<sup>th</sup> anniversary in 2016, an exclusive anniversary event was staged jointly between the BMW and MINI Driving Experience and the “DAS CENTRAL – ALPINE . LUXURY . LIFE”, which was then run by Angelika Falkner. As well as unique driver training courses with BMW DTM drivers and exciting ski tours, the participants also enjoyed the premium standard of the hotel and the award-winning cuisine to the full.

### 1991: “FIT FOR THE ROAD” – TRAINING COURSES FOR YOUNG NOVICE DRIVERS.

The BMW and MINI Driving Experience launches a training programme for young novice drivers aged between 18 and 25, in conjunction with major German newspapers. By far the most vulnerable group of drivers, the young beginners are taught how to handle the car correctly on specific training courses with a contribution from many

daily newspapers helping the BMW driver training project towards achieving greater responsibility and safety in everyday traffic. The respective newspaper advertises the courses, while BMW implements the content professionally and at reduced prices. This programme is the only one of its kind to date.





### 1997: THE BMW DRIVER TRAINING CENTRE OPENS.

The BMW driver training courses have a new home at Munich Airport. The 63,000 m<sup>2</sup> area offers completely new opportunities regarding the scope and number of courses, and heralds a new phase in the

development of the BMW and MINI Driving Experience. Prior to this, courses had been held on the site of another airport – Munich-Riem.

### 1997: INTERNATIONAL TRAINING AT THE BMW GROUP INSTRUCTOR ACADEMY.

As early as the 1990s, steps are being taken to push ahead with the internationalisation of the BMW and MINI Driving Experience. The main goal is to transfer the high standards established by BMW M GmbH in Munich to other countries without any compromise. With this in mind, the BMW

Group Instructor Academy is founded in 1997. Here, prospective instructors are given all the skills they require to help customers in their home countries achieve greater safety and driving pleasure, in accordance with the precisely defined specifications of the BMW Group.



## 1999: THE BMW AND MINI DRIVING EXPERIENCE CONQUERS THE NORDSCHLEIFE.

Since 1999, driver training courses have also taken place at the very place that houses the BMW Test Center, and at which BMW engineers have performed countless tests. The first car, with which instructors safely guide their customers through the spectacular "Green Hell" is the BMW Z3

M Coupé. The courses are greeted with such enthusiasm that they rapidly establish themselves as a permanent fixture in the training programme. The Nordschleife training courses remain one of the BMW and MINI Driving Experience's most sought-after events.



## 2000: OFF ON AN ADVENTURE WITH THE BMW X5.

In the summer of 2000, the first BMW X5 adventure trip takes participants through the Atlas Mountains and the sandy deserts of Morocco. Other destinations in Africa, such as Kenya, Namibia and Botswana, are

subsequently added. Now, the BMW Tour Experience includes luxurious tours of Namibia and South Africa. Always on hand as your reliable and exclusive companion: the very latest BMW X5.

### 2003: MINI CONQUERS THE WORLD OF DRIVER TRAINING.

A host of driver training courses with MINI cars join the programme in 2003. The courses range from driver safety courses to outings on racetracks. The programme is not only conceived with the driving characteristics of the MINI in mind, but also

its target group. The content of the courses is playful and amusing at times, in order to achieve a more relaxed atmosphere among the participants, who are often relatively young.



### 2006: EXPEDITION ARJEPLOG.

The BMW ice training courses move from Finland to Sweden, with the opening of the test centre in Arjeplog. The virtually endless expanse of the frozen lakes provides the perfect venue for the spectacular drift courses with spiked tyre-shod BMW M vehicles. The surroundings are also particu-

larly attractive. Here, the participants get to see the prototypes of all the major car manufacturers, who test their production cars in the wintry conditions. Furthermore, the scenery on the edge of the Arctic circle is equally fascinating



## 2012: OPENING OF THE BMW AND MINI DRIVING ACADEMY IN MAISACH.

The BMW and MINI Driving Experience moves house. The new “Home of Driving Pleasure” is a former airport in Maisach, about 30 kilometres west of Munich. The airfield, from which military and then civil aircraft would once take to the skies, is now the site of one of the largest driver safety centres in the south of Germany. A 130-hectare Mecca for those passionate about their cars, with a 1.8-kilometre

circuit and many dynamic areas for every kind of driving exercise. However, the Driving Academy is far more than just a driver safety facility. It is also an absolutely extraordinary and top-class event location. The perfect choice for driving-based incentives – for employees, customers and business partners.

## 2014: PIONEERING WORK WITH THE FIRST TRAINING COURSE FOR ELECTRIC CARS.

The launch of the BMW i3 eDrive Experience makes BMW the first manufacturer of premium automobiles to offer a special driving experience with an electric car – the BMW i3. At the BMW and MINI Driving Academy in Maisach, the participants get to know the BMW i3 and are given the lowdown on the BMW i mobility and light-

weight design concept, battery and driving characteristics, service and maintenance. They then get to drive the BMW i3 themselves in a special programme in two training areas and on the circuit. Training courses with the plug-in hybrid BMW i8 sports car are also added over the coming years.



## 2015: FIRST CERTIFICATION OF AN INTERNATIONAL BMW DRIVING EXPERIENCE AS A CENTRE OF EXCELLENCE.

The first result of the management board's decision to push ahead with the internationalisation of the BMW and MINI Driving Experience is to certify the local partners in the Netherlands as the world's first international BMW Driving Experience. As such, it is authorised to bear the seal of quality "BMW Driving Experience, Official Partner of BMW M". The BMW Driving Experience in the Netherlands boasts impressive

driving content and external image, as well as excellent customer perception. The instructors, training content and all event procedures are evaluated, as are the buildings and training areas. The BMW Performance Center East and BMW Performance Center West in the USA also receive certification in early 2017.



## OUTLOOK: NEW TOURS ADDED IN AFRICA.

In 2017, the BMW and MINI Driving Experience organises its first tour in South Africa. A well as fascinating nature and exciting off-road tours in specially-equipped BMW X5 models, the focus is on exclusive pleasure. Luxury accommodation and top-class food and drink make the South Africa Multiday Tours an extraordinary experi-

ence. The Namibia Multiday Tour has been expanded and now offers a choice of eight or eleven days of adventure and exclusivity. The Botswana Multiday Tour will be added in 2018 and will take participants through some of the best wildlife reserves in the whole of Africa.

# INTERNATIONALISATION.

## ACTIVE DRIVING PROGRAMME ON FIVE CONTINENTS.

In 1977, BMW became the first automobile manufacturer to offer driver training courses. In doing so, it took on a pioneering role. BMW currently offers active driving programmes in over 30 countries on five continents. Every year, over 100,000 participants around the world book a place on a training course. From China and Australia to the USA, participants can experience the unique joy of driving our cars under professional guidance.

BMW M supports local Driving Experiences around the world by providing training guidelines, as well as the buildings and premises required to create homogenous safety and quality standards for the BMW Driving Experience. In the international BMW Instructor Academy, it has been training its instructors according to global standards since 1997 and putting them through their paces in an intense process. If successful, they receive the official certification "Official Partner of M".

The BMW Driving Experiences in the Netherlands and the USA are currently certified centres of excellence. The Netherlands led the way in 2015, followed by the American BMW Performance Center East in Spartanburg and West in Palm Springs at the beginning of 2017. More BMW Driving Experiences all over the world are currently in the process of being certified.



# THE BMW AND MINI DRIVING EXPERIENCE PORTFOLIO.

## OVERVIEW.

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 cars, MINI training courses and courses for motorcyclists are also available. BMW Customised Expe-

rience also offers the opportunity to put together a tailored individual event from the complete range of cars, venues and training content.

### THE BMW AND MINI DRIVING EXPERIENCE IS SPLIT INTO THE FOLLOWING ELEMENTS:

- **BMW Safety Experience.**
- **BMW i Experience.**
- **BMW M Experience.**
- **BMW Snow and Ice Experience.**
- **BMW Tour Experience.**
- **BMW Professional Driver Experience.**
- **BMW Riding Experience.**
- **MINI Driving Experience.**
- **BMW Customised Experience.**  
(inkl. Personal Coaching)



# BMW DRIVING EXPERIENCE. BMW SAFETY EXPERIENCE.

## MASTERING THE CHALLENGES OF EVERYDAY DRIVING

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With our driver safety courses, we are meeting our social responsibilities and making a key contribution to safety on public roads. Our experienced instructors show the participants how to react correctly and competently to unexpected and critical situations. Novice drivers are particularly close to our heart. For young drivers, who are taking driving lessons or have just passed their test, it is important to enhance their skills under professional guidance, and thus become safer at the wheel. With prices starting at 95 Euros, we are attempting to keep the courses affordable for young people. We even offer free courses for novices from the immediate area around Maisach.



Robert Eichlinger,  
Head of the BMW and MINI Driving Experience

“

### BMW COMPACT BASIC TRAINING.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: latest BMW models

Practicing their skills at the wheel under controlled conditions enables drivers to tackle everyday situations on the road with significantly greater confidence for both, experienced drivers and beginners. With this in mind, the half-day BMW Compact Basic Training 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.

The course is also offered at reduced prices to novices aged between 18 and 25 years as the BMW Compact Basic Training Young. 17-year-olds can also participate on the course when accompanied by a companion registered on the driving licence.

” I was with my daughter (17), who still needs accompanying when driving, on the Basic Training Young course. Booking was easy online and by telephone, with very friendly ladies who gave us the best possible help during the booking process. The training provided by Patrick was really outstanding. He made the effort to answer any questions thoroughly. We were very happy, and the training really helped us. All the topics were taught superbly. Super Patrick! The course was really so good that my daughter, who I still accompany when driving, drove the full 400 kilometres home, saying: ‘Dad, you can have a sleep now. I feel totally safe now after the BMW training!’ I would like to thank the team, and Patrick! Very well done!

“

Customer feedback

### BMW BASIC TRAINING.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: 1 day
- Vehicles: latest BMW models

In the one-day BMW Basic Training, 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 purposely 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.

The course is also offered at reduced prices to novices aged between 18 and 25 years as the BMW Basic Training Young. 17-year-olds can also participate on the course when accompanied by a companion registered on the driving licence.

## BMW STAY ACTIVE TRAINING.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: latest BMW models

The BMW Stay Active Training course is aimed at experienced participants, who have been in possession of a driving licence for many years, but are still keen to improve their driving ability and stay up to speed with the latest technology. Through dynamic exercises, such as target braking and emergency lane changes, they learn to handle critical situations on public roads. Furthermore, experienced instructors show them how to take full advantage of the technical possibilities of a BMW vehicle. The programme also includes information and practical exercises on how to use the various driver aids, right down to the automatic parking assistance.



# BMW i EXPERIENCE.

## NEW DRIVE SYSTEMS – SAME DRIVING PLEASURE.

” Electromobility will play a major role in the future of driving. We have taken this development into account by creating the BMW i Experience. With the fully-electric BMW i3 and the plug-in hybrid BMW i8, BMW is superbly represented in the market for future-oriented cars. On our training courses, we allow potential customers to take their place at the wheel of these cars and to discover their special driving characteristics and advanced technology. A drive in the sports car of the future, the BMW i8, is one of the most fascinating experiences the BMW and MINI Driving Experience has to offer.



Claudia Hürtgen,  
Chief instructor BMW and MINI Driving Experience

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### BMW i3 eDRIVE EXPERIENCE.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: BMW i3

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 feel. 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.



## BMW eDRIVE EXPERIENCE.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: BMW i3 and BMW i8

This 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. The highlight of the day arrives when participants get behind the wheel of the BMW i8 to experience how the combination of sports performance and exceptional energy efficiency feels first-hand.

## BMW i MEETS BMW M.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: BMW i8 and latest BMW M model

This course features the best that BMW i and BMW M have to offer. Participants are given the opportunity to drive the BMW i8 with its plug-in hybrid drive system as well as a high-performance BMW M model 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.

” Our drift and race track courses are all about action, emotion, and fun. The BMW M vehicles are perfectly suited to experiencing the limit of driving dynamics, under the guidance of professional instructors. The BMW M Drift Experience is an outstanding way to take one’s first steps into the world of M Power. In the next step, we take our participants to some of the top race tracks in Europe, where they learn to control their car at high speeds. Whilst the participants have plenty of fun driving, these courses also make a valuable contribution to safe driving in everyday traffic. Advanced drivers can perform their masterpiece on the Nürburgring Nord-schleife with one of our training courses.



Claudia Hürtgen,  
Chief instructor BMW and MINI Driving Experience

“

### BMW M DRIFT EXPERIENCE.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: BMW M4 Coupé

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





### **BMW M AFTER WORK EXPERIENCE.**

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: BMW M2 Coupé

Quickly do some sport after work: This takes on a whole new meaning thanks to our new BMW M After Work Experience. It is fun to take part in sport yourself, but it is even more fun to drift sportily in the new BMW M2 Coupé, getting an extra adrenalin boost after a long day at work. Our experienced instructors teach the participants how to master an agile car like the BMW M2 Coupé at the limit. This includes training content such as braking in a turn, drifting in a circle and taking the racing line on laps lead by pace cars. There are three different levels of this course, which build on each other. This way, beginners soon advance to experienced drifters, who can enjoy an exciting experience every time they take to the track.

## BMW M POWER INSIDER.

- Training location: BMW Test Centre Nürburg and Nürburgring Nordschleife
- Duration: 1 day
- Vehicles: latest BMW M model

The BMW M Power Insider 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.

” I am very interested in technology, which made the training at the M Test Center very informative for me! You could ask any questions, and they were all answered very competently. On the whole, the training was perfect and given in an amusing manner! Our instructor was really friendly and later showed me what it really means to be an ‘expert at the wheel’ in the M5 Ring Taxi!

“

Customer feedback



” I would like to thank you and the entire team for the fantastic days we spent at Bilster Berg! Great organisation, great hotel, delicious food! However, your team, the passion for the brand, the individual tutoring, and the driving pleasure with the fastest letter in the world actually managed to top all that! I am completely bowled over and looking forward to sharing all my experiences with friends and acquaintances. This training course also confirmed my decision to purchase a new BMW M3 in March!

“  
Customer feedback

### BMW M INTENSIVE TRAINING.

- Training location: National and international race tracks
- Duration: 1 day + 1 overnight stay
- Vehicles: latest BMW M model

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.



## BMW M PERFECTION TRAINING.

- Training location: National and international race tracks
- Duration: 2 days + 2 overnight stays
- Vehicles: latest BMW M model

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.



” I would like to say a sincere thank you for the professional organisation and the competence of the instructors. After many courses with other manufacturers, I can confirm that the BMW and MINI Driving Experience is really a unique experience.

Customer feedback “

## BMW M FASCINATION TRAINING.

- Training location: National and international race tracks
- Duration: 2 days + 2 overnight stays
- Vehicles: latest BMW M model

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. The training course 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 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 or to be able to provide evidence of comparable experience.



” Thank you very much for two perfect days at Bilster Berg. Having taken part in a number of training courses with other manufacturers, I can safely say: from the organisation and itinerary to the entire team, this was one of the best events I have ever attended. Not to forget the instructors, who contributed to the event passing perfectly. Competent and yet relaxed, with a good atmosphere for the entire group, so that everyone got their money’s worth. I am delighted to say that I have booked another two courses at the BMW and MINI Driving Experience this year.

Customer feedback



## BMW M FASCINATION NORDSCHLEIFE.

- Training location: Nürburgring Nordschleife
- Duration: 2 days + 2 overnight stays
- Vehicles: latest BMW M model

20.8 kilometres, 73 corners with varying radii, crests, dips and more challenges than you can count: 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 of the course then breaks the 'Green Hell' down into sections. BMW instructors with racing experience explain what to look out for and how to best handle the various sections of the circuit. 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 behind a pace car driven by the course instructor.

## BMW M EXPERT TRAINING NORDSCHLEIFE.

- Training location: Nürburgring Nordschleife
- Duration: 1 day + 1 overnight stay
- Vehicles: BMW M2 Coupé and BMW M4 Coupé

Since 2016 the programme includes a new treat for thoroughbred Nordschleife experts. It's offering experienced drivers, who have already attended the BMW M Fascination Nordschleife course, the opportunity to spend an entire day at the wheel of the BMW M4 and BMW M2, completing guided laps of the Nordschleife behind a pace car. Barely ever does anyone get to enjoy such an intense experience in the "Green Hell".



# BMW SNOW AND ICE EXPERIENCE.

## LEARNING TO BRING INSTABILITY UNDER CONTROL.

### BMW SNOW DRIFT TRAINING.

- Training location: Pitztal
- Duration: ½ day
- Vehicles: BMW M4 Coupé

The BMW Snow Drift Training 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 Training at the new 3,000-m<sup>2</sup> drifting area in Pitztal, participants learn how to control the car safely on snow and ice and practise oversteer manoeuvres with the aim of executing controlled drifts. After succeeding, participants are ready for the drifting course and drift slalom competition.



” Our winter training courses take place at fascinating locations. New to this year’s programme is our drifting area in Pitztal. Dynamic areas, a drift oval, and a handling course await participants in an area covering 3,000 m<sup>2</sup>. Our snow training courses take place in neighbouring Sölden, in an exclusive atmosphere and set against the impressive backdrop of the Austrian Alps. Our experienced instructors use a wide range of exercises in the latest BMW, BMW X and BMW M vehicles to teach participants how to drive safely in wintry conditions. Participants reach the peak of driving pleasure at our events in Arjeplog, Sweden. There is virtually no limit to the fun they can have drifting on the frozen lakes just south of the Arctic Circle on a selection of multi-day courses. Here, even experienced drivers can learn a thing or two, and enjoy an extra boost of adrenalin.



Claudia Hürtgen,  
Chief instructor BMW and MINI Driving Experience

“

## BMW SNOW BASIC TRAINING.

- Training location: Sölden
- Duration: 1 day + 1 overnight stay
- Vehicles: latest BMW and xDrive models

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. With each exercise, the course also makes it plain just how much fun winter driving can be, as well as making the participants more confident drivers at the coldest times of the year.

”

I find it cool to be able to really push the BMW hard. It was great to have the opportunity to do that.

“

Natalie Geisenberger, Olympic and world luge champion





## BMW SNOW INTENSIVE TRAINING.

- Training location: Sölden
- Duration: 2 days + 2 overnight stays
- Vehicles: latest BMW and xDrive models

During the two-day BMW Snow Intensive Training 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.

” Being able to drive BMWs at altitude in Sölden is something very special. I learned the incredible extent to which you can drive a car sideways. BMW xDrive certainly really helps you there. It was a really cool day.

“

Francesco Friedrich, bobsleigh world champion



### BMW ICE POWER TRAINING.

- Training location: Arjeplog
- Duration: 3 days + 2 overnight stays
- Vehicles: BMW M4 Coupé with spiked tyres

On frozen lakes in northern Sweden, the participants in the BMW Ice Power Training 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.

- Training location: Arjeplog
- Duration: 4 days + 3 overnight stays
- Vehicles: BMW M4 Coupé with spiked tyres

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 minus 30 degrees Celsius, 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 M4 GTS Ice Racer caps the BMW Ice Perfection Training.

”

It was great fun here with BMW, and it is nice to have the opportunity to push the BMW vehicles to the limit off-road. It was a great experience.

“

Felix Loch, Olympic and world luge champion

## BMW ICE FASCINATION TRAINING.

- Training location: Arjeplog
- Duration: 5 days + 4 overnight stays
- Vehicles: BMW M4 Coupé with spiked tyres

Participants who have successfully completed the BMW Snow Intensive Training, BMW Ice Perfection Training or BMW M Perfection Training 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 distances, through slalom courses and at high speed on the rally circuit. A passenger-seat taxi ride in the BMW M4 GTS Ice Racer caps the BMW Ice Fascination Training.



# BMW TOUR EXPERIENCE.

## FASCINATING ADVENTURES WITH THE BMW X5.

” The Africa tours allow the BMW and MINI Driving Experience to demonstrate its prowess as an organiser of exclusive driving adventures. The two tours through Namibia and the tour in South Africa leave nothing to be desired among our demanding customers. Our instructors form a strong team with the local guides, have outstanding networks in the respective locations, and are experts when it comes to off-road driving. Under their guidance, the participants steer the BMW X5 through the roughest terrain. From crossing dry river beds to driving over dunes, the tours have a bit of everything. They also feature breath-taking scenery, fascinating wildlife and luxury accommodation.



Robert Eichlinger,  
Head of the BMW and MINI Driving Experience

“

### BMW NAMIBIA MULTIDAY TOUR – 8 DAYS.

- Training location: Namibia
- Duration: 8 days + 7 overnight stays
- Vehicles: BMW X5

In a BMW X5 you discover the various and challenging landscapes of Namibia. With the help of GPS navigation you can find your way around, even when far away from asphalt roads. When driving on rubble and gravel tracks, through sand dunes and dried river deltas, you experience a whole new dimension of driving pleasure, and it increases with every mile. Highlights of the 1,300-kilometre tour are spectacular wildlife in a breath-taking countryside from Windhoek to the Atlantic Ocean, a unique driving experience on the most exclusive tracks, active driving exploration of the magnificent dunes of the Namib desert and the visit of an indigenous village admiring historic cave paintings.



## BMW NAMIBIA MULTIDAY TOUR – 11 DAYS.

- Training location: Namibia
- Duration: 11 days + 10 overnight stays
- Vehicles: BMW X5

On this unforgettable tour, you will experience the fascination of Namibia on eleven excitingly different days. You will discover the country in such a wild and luxurious way, as it is only possible at the wheel of a BMW X5. The breath-taking landscapes of Namibia offer perfect conditions for discovering the BMW X5 in its natural habitat. You will discover a completely new driving experience on tours, on rocky roads and gravel tracks, over and through belts of dunes and along dried-out riverbeds. Highlights of the 2,800-kilometre tour are a drive through the unique Etosha National Park including wildlife watching, Sossusvlei, a wonder of nature and the world's highest sand dunes, an unforgettable driving adventure on the remote tracks of Damaraland to the Atlantic seaboard and encounters with Namibia's indigenous people, the Himba tribe.



## BMW SOUTH AFRICA MULTIDAY TOUR.

- Training location: South Africa
- Duration: 8 days + 7 overnight stays
- Vehicles: BMW X5

South Africa is one of the world's most beautiful countries. Up to 12 participants discover the breath-taking west coast in a new BMW X5. The tour begins and ends in the vibrant metropolis of Cape Town at the foot of Table Mountain. The route takes the participants through rugged mountain landscapes, across the white sand dunes of Atlantis, along picturesque coastal roads in the famous wine-growing regions and on to the Cape of Good Hope. They will experience the 'big five' up close in a private game reserve. On the South Africa Multiday Tour, the participants not only get to know the beauty and hospitality of the country, but also the driving challenges that they can master in a BMW X5. Luxurious accommodation contributes to the exclusive atmosphere of the tour.



# BMW PROFESSIONAL DRIVER EXPERIENCE.

WITH MORE RESPONSIBILITY COMES THE NEED FOR EVEN MORE SAFETY.

”

On our training courses for professional drivers, pros learn from pros. Our instructors, who specialise in the training of professional car drivers, prepare participants for the specific technical and mental challenges that come with their profession. How does a chauffeur cope with long journeys? How does somebody driving celebrities or politicians react if, in an emergency, their car is attacked? Composed in various levels of difficulty, the training courses include such exercises as J-turns, driving under fire from paintballs, and contact driving. Every graduate of our BMW Professional Driver Experience will be able to perform their job to a far higher standard than before.



Claudia Hürtgen,  
Chief instructor BMW and MINI Driving Experience

“

## BMW INTENSIVE TRAINING FOR PROFESSIONAL DRIVERS.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: 2 days + 2 overnight stays
- Vehicles: BMW 3 Series, BMW 7 Series, BMW X5

This course prepares 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. Convoy driving with multiple vehicles 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.**

- Training location: Sölden
- Duration: 2 days + 2 overnight stays
- Vehicles: latest BMW model

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 as that of the classic BMW Snow Intensive Training, 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 serving 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.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: 2 days + 2 overnight stays
- Vehicles: BMW 3 Series, BMW Security vehicles

Chauffeurs for high-ranking people frequently have to drive armoured vehicles. These are considerably heavier than normal cars, 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. 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.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: 3 days + 3 overnight stays
- Vehicles: BMW 3 Series, BMW Security vehicles

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.

# BMW RIDING EXPERIENCE. BMW ON ROAD EXPERIENCE.

## THE THRILL OF TWO WHEELS.

” It goes without saying that the BMW and MINI Driving Experience also offers training courses for motorcyclists. We offer appropriate on-road courses. Beginners, those returning to two wheels, and experienced bikers will all find the right course for them in our multi-level programme. We either provide BMW machines, or allow participants to bring their own bikes. This way, they can choose whether they wish to familiarise themselves with their own bike again after a long winter break, or to try out a new product or BMW innovations. Whatever choice, they will certainly leave having gained valuable experience that they can use on their next trip.



Claudia Hürtgen,  
Chief instructor BMW and MINI Driving Experience

“

### BMW RIDING COMPACT TRAINING.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: latest BMW motorcycles or own motorcycle

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, 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 with 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.**

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- Training location: BMW and MINI Driving Academy Maisach
- Duration: 1 day
- Vehicles: latest BMW motorcycles or own motorcycle

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

# MINI DRIVING EXPERIENCE.

## MORE EXPERIENCE. MORE FUN.

### MINI QUICK PACK.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: ½ day
- Vehicles: latest MINI model

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.

” On our training courses with the agile MINIs, our primary focus is on safe driving. The cars are perfectly suited to practicing fast braking and evasive manoeuvres, which participants could be required to perform in everyday traffic. Graduates of a MINI training course will be safer and more competent at the wheel of their cars. The new MINI John Cooper Works shows, on the MINI Fascination Nordschleife course, that MINIs are also capable of top performances out on the racetrack.



Claudia Hürtgen,  
Chief instructor BMW and MINI Driving Experience

## MINI STARTER PACK.

- Training location: BMW and MINI Driving Academy Maisach
- Duration: 1 day
- Vehicles: latest MINI model

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.

- Training location: Nürburgring Nordschleife
- Duration: 2 days + 2 overnight stays
- Vehicles: MINI John Cooper Works

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 EXPERT TRAINING NORDSCHLEIFE.

- Training location: Nürburgring Nordschleife
- Duration: 1 day + 1 overnight stay
- Vehicles: MINI John Cooper Works

What works in a BMW is obviously also extremely appealing in a MINI John Cooper Works: as of 2017, true Nordschleife experts can now look forward to a new highlight in MINIs, as has been the case in BMWs since 2016. Experienced drivers who have already taken part in the MINI Fascination Nordschleife have the opportunity to spend an entire day doing guided pace car laps of the Nordschleife at the wheel of the MINI John Cooper Works. Barely ever does anyone get to enjoy such an intense experience in the “Green Hell”.



# BMW CUSTOMISED EXPERIENCE.

## TAILORED ACTIVE DRIVING EVENTS.

” Tailored BMW and MINI Driving Experience events are also playing an increasingly important role for our customers. Whether a driving-based corporate event, a personal excursion in BMW and MINI vehicles, or a personal coaching session, in close, personal cooperation with the customer, our professional team fulfils virtually every desire and ensures that they enjoy an event tailored entirely to their requirements. Individual, personal, professional: our BMW Customised Experience meets the highest demands. “



Robert Eichlinger,  
Head of the BMW and MINI Driving Experience

## TAILORED EVENTS.

As well as the wide range of regular training courses, another major strength of the BMW and MINI Driving Experience are tailored events, such as corporate events and other incentives. A team of specialists works closely with the customer to plan and organise a driving-based event tailored specifically to the customer's individual requirements – right down to the last detail. The complete range of training courses and the fringe programme, agreed with the customer, serve as the modules or inspiration for a tailored event. Many combinations are possible, to ensure that even the most specific of requests does not go unfulfilled. If requested, the service provided by the incentive team at the BMW and MINI Driving Experience can also include all transfers, hotel and restaurant bookings, catering, and ensuring that the fringe programme runs smoothly. The focus of every event is always the driving. Anything is possible: from a half-day course in Maisach to a race track course or even a multiday tour. It is even possible to stage a roadshow at a location specified by the customer.





” Thank you once again for the professional and perfect organisation. It all worked wonderfully. You can see that the staff are as well trained as the BMW cars are built. I will certainly bear the event in mind when considering the next customer events.

“

Customer feedback

### CUSTOMISED TOUR.

Whether half-day, full-day or multiday panoramic tours: with its access to the complete range of BMW vehicles, the BMW and MINI Driving Experience can offer any kind of tailored tour. The scope of tours on offer ranges from a city tour of Munich to multi-day excursions through the Alps, with breath-taking views. The tour can be organised wherever the customer desires. It goes without saying that every tour is accompanied by experienced BMW instructors. The all-round service – including hotel and restaurant reservations, sightseeing tours, visits to BMW locations, and an accompanying fringe programme – is also available for these tours.

### PERSONAL COACHING.

The personal coaching provided at the BMW and MINI Driving Experience has just one goal: to offer the customer a driver training course tailored to their desires and requirements. This is achieved as intensely and in as little time as possible by means of personal, one-to-one training. Personal coaching sessions can take place at venues agreed individually with the customer. The options to tailor this training know virtually no limits. Personal coaching sessions are also possible for motorcyclists.

# INSTRUCTORS' TRAINING.

## LEARN FROM THE PROFESSIONALS.

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 instructive 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. Having passed the examination, it is then possible to work together on an independent, freelance basis. Once the basic training has been completed, the new instructors are 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 coaching 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.

At the BMW Group Instructor Academy would-be 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. 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 and 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 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 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.

# BMW AND MINI DRIVING ACADEMY.

## HOME OF DRIVING PLEASURE.

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 are used for the roughly 2,000 training courses and events held each year:

- **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**
- **Two 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 7,000 driving safety training events and live driving incentives attended by over 65,000 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 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.

# PARTNERS OF THE BMW AND MINI DRIVING EXPERIENCE.

## BRIDGESTONE: MAIN SPONSOR OF THE BMW DRIVING EXPERIENCE.

More than virtually any other tyre manufacturer, Bridgestone is synonymous with premium quality, sustainability, innovation and, above all, safety. In order to be able to manufacture the technologically innovative and safe products, the company performs research and development in all areas. For example, run-flat technology allows the driver to maintain control of the car if it suffers a puncture, and to continue driving comfortably at up to 80 km/h.

Safety – that is the main link between BMW and Bridgestone. As exclusive tyre supplier, Bridgestone developed “Ologic” tyres for the fully-electric BMW i3 and the hybrid BMW i8. The tyres are geared towards the dynamic handling and sustainable performance of the cars. Bridgestone is not only an original equipment manufacturer for BMW, but has also been tyre partner for BMW Driving Experience events since 2008. Driver safety training courses are held at various European locations in the summer and winter, under the guidance of professional instructors. With these initiatives BMW and Bridgestone are making an important contribution to safe driving on public roads. Bridgestone is “BMW Competitive Tyre Partner” for the fourth time in a row, and thus a strategic aftersales brand for BMW.

Bridgestone is the global leader in the tyre and rubber industry, with its headquarters in Tokyo, Japan. The company has 171 factories in 28 countries, sells its products in over 150 countries, and employs more than 144,000 employees.



# CONTACT AND BOOKING.

YOUR CONTACT FOR EVERYTHING ABOUT THE BMW DRIVING EXPERIENCE.

## CONTACT

### BMW M GMBH PRESS OFFICER

Benjamin Titz  
Telephone: +49-89 382 22998  
Fax: +49-89 382 20626  
Email: benjamin.titz@bmw.de

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [Presse@bmw.de](mailto:Presse@bmw.de)

### BMW AND MINI DRIVING EXPERIENCE

Daimlerstraße 19  
85748 Garching-Hochbrück  
Telephone: +49 89 1250 16 444\*  
Email: [drivingexperience@bmw.de](mailto:drivingexperience@bmw.de)

\*Monday – Friday: 8:00 - 17:00, Calls charged at local rate.

## BOOKING

 <https://netftnoa.bmwgroup.com/ca/bmwm/internet/index.step>

## THIS IS HOW YOU CAN REACH THE DIGITAL PLATFORMS OF THE BMW DRIVING EXPERIENCE.

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