

# BMW AND MINI DRIVING EXPERIENCE.

MEDIA INFORMATION.



**BMW  
GROUP**

THE NEXT  
100 YEARS 



# BMW AND MINI DRIVING EXPERIENCE: MEDIA INFORMATION.

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# FOREWORD.

## DEAR MEDIA REPRESENTATIVES,



The automobile industry is changing. Key topics such as electric mobility and autonomous driving will change driving a car significantly in the near future.

For the BMW and MINI Driving Experience, in this period of change it is the personal experience of electric mobility and driver assistance systems that are playing an increasingly significant role. We give our customers the opportunity to experience innovative technology themselves by means of the entire product range of BMW and MINI at our driver training courses and to gain an impression of what “Sheer Driving Pleasure” really feels like.

By 2023, the BMW Group will offer 25 electrified car models, twelve of which will be fully electric. Shortly after their market launch you will be able to drive these new models yourself with us, under the guidance of professional instructors.

On our racetrack training courses, we take your adrenaline level to a new level. For the first time in our history, we are offering training courses with a real race car – the BMW M4 GT4.

Another important module in our portfolio is our tailored offering of customised events. Our events team organises events to suit individual customer wishes. One thing is always in focus: ultimate driving pleasure. No matter

whether you are looking for an unforgettable incentive, personal coaching with an exclusive instructor or customised training courses in a BMW model of your choice, individuality is always a top priority at the BMW and MINI Driving Experience.

The BMW and MINI Driving Experience is also bigger than ever beyond Germany’s borders. To make sure we can offer globally respected and regular training courses for customers, the BMW and MINI Driving Experience has been internationalised. This promises the customer that all globally certified partners hold their training courses at the same level. Each year, more than 125,000 participants around the world book a training course.

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

# BMW AND MINI DRIVING EXPERIENCE MILESTONES.



**3<sup>RD</sup> FEBRUARY 1976**

The management board at BMW takes the decision to form a “driving school”.



**1991**

- First winter training course in Sölden.
- First training programme for young novice drivers.



**1999**

The BMW Driving Experience conquers the Nordschleife.



**2003**

MINI conquers the world of driver training.



**2012**

Opening of the BMW and MINI Driving Academy in Maisach.



**2015**

First certification of an international BMW Driving Experience as a centre of excellence.

**22<sup>ND</sup> APRIL 1977**

BMW becomes the first automobile manufacturer to hold driver training courses.

**1997**

- The BMW Driver Training Centre opens at Munich airport.
- International training at the BMW Group Instructor Academy.

**2000**

Off on an adventure with the BMW X5.

**2006**

Expedition Arjeplog – first ice training courses at the BMW Test Centre.

**2014**

Pioneering work with the first training course for electric cars.

**2018**

First training course with a real race car, the BMW M4 GT4.



▶ **OUTLOOK:** Expansion of internationalisation with more than ten certified locations, as well as the continuous expansion of the training portfolio and vehicle fleet.

# INTERNATIONALISATION.

## ACTIVE DRIVING PROGRAMMES ON FIVE CONTINENTS.

The Driving Experience originated in Germany, and looks back on more than 40 years of extensive expertise in a variety of training courses. In 1977, BMW became the first automobile manufacturer in the world to offer driver training courses. In doing so, it took on a pioneering role.

Today, more than 125,000 participants around the world book a BMW or MINI driver training course each year. To enable high-quality, regular training courses to be made available to customers globally, the internationalisation of the BMW and MINI Driving Experience has been expedited. This means the customer is guaranteed that all globally certified partners hold their training courses at the same high level.

From China and Australia to the USA, participants can experience the unique joy of driving BMW and MINI cars under professional guidance. The Netherlands were the first international partner to be certified in 2015. In the years that followed, demand for the "Official Partner of M" certification increased, which saw the markets of China, USA, Australia, South Africa, Korea and the Scandinavian countries tested and certified.

The certification is based on uniform global standards of quality for the training courses available, the brand experience and consequently the efficient use of this marketing tool. To ensure this requirement is met, the evaluation process is outlined in great detail and encompasses, among other things, the customer journey,



marketing, infrastructure, but primarily the instructors and the content of the training courses. In the international BMW Instructor Academy, at BMW and MINI Driving Experience we have been training our instructors according to global standards since 1997 and putting them through their paces in an intense process.

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

# 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, BMW i and BMW M cars, MINI training courses and courses

for motorcyclists are also available. BMW Customised Experience also offers the opportunity to put together a tailored individual event from the complete range of cars, venues and training content.

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

- **BMW Academy Experience**
- **BMW M Race Track Experience**
- **BMW Winter Experience**
- **BMW Professional Driver Experience**
- **BMW Motorrad Experience**
- **MINI Driving Experience**
- **BMW and MINI Customised Experience**



# BMW ACADEMY EXPERIENCE.

“ At our training premises in Maisach, we offer a varied mix of driving safety and driving pleasure – all at an affordable cost and for a manageable amount of time: Through our driving safety training courses we are meeting our social responsibility and making an important contribution to safety on public roads. Novice drivers are particularly close to our heart. For youngsters, who are just about to take their test or have just received their licence, it is crucial to consolidate their skills under professional guidance and thus to become safer at the wheel. Our role in future mobility topics, such as alternative drive trains and autonomous driving, is becoming increasingly important all the time. We offer customers the opportunity to try out electromobility and the wide range of modern driver assistance systems for themselves, and to discover their practical benefits. The latest BMW and BMW i models are available for this purpose in Maisach. Our action-packed training courses in current BMW M models promise to deliver the ultimate adrenalin kick. ”



Robert Eichlinger,  
Head of the BMW and MINI Driving Experience



# BMW ACADEMY EXPERIENCE.



## SAFETY TRAINING.

- **Training content:** Conveying the basics of safe driving, including units on emergency and targeted braking, and dynamic lane changing
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 1 day

## COMPACT SAFETY TRAINING.

- **Training content:** Important basic knowledge, summarised compactly; instruction in the correct reactions in extreme driving situations
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

## SAFETY TRAINING YOUNG.

- **Training content:** Preparing novice drivers between 18 and 25 for potential dangerous situations
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 1 day

## COMPACT SAFETY TRAINING YOUNG.

- **Training content:** Laying the foundations for safe driving in traffic for young people between the ages of 18 and 25
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

## DYNAMIC DRIVE TRAINING.

- **Training content:** Initial training course introducing exercises such as slalom, oversteering and changing lanes in BMW and MINI models
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 160 minutes

## PERFORMANCE DRIVE TRAINING.

- **Training content:** Initial training course introducing exercises in dynamic driving on a circuit, circular track and the handling area in powerful BMW and BMW M models
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 160 minutes



# BMW ACADEMY EXPERIENCE.



## BMW i3s eDRIVE TRAINING.

- **Training content:** Taking the sporty BMW i3s for a spin is the perfect introduction to the world of BMW i
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

## BMW i MEETS M TRAINING.

- **Training content:** Taking the BMW i8 and one of the latest BMW M models for a spin
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

## BMW M DRIFT TRAINING.

- **Training content:** Vehicle control at the limit
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

## BMW M AFTERWORK TRAINING.

- **Training content:** Vehicle control at the limit in BMW M models
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

## BMW M AFTERWORK TRAINING PRO.

- **Training content:** Consolidation of vehicle control in highly-dynamic situations with BMW M models and the BMW i8 Coupé
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** ½ day

# BMW M RACE TRACK EXPERIENCE.

“ Our 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. We take our participants to some of the top racetracks 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 Nordschleife with one of our training courses. Our first training courses with a real race car, the BMW M4 GT4, are a new and very special highlight. ”



Claudia Hürtgen,  
Chief Instructor BMW and MINI Driving Experience



# BMW M RACE TRACK EXPERIENCE.

## BMW M RACE TRACK TRAINING.

- **Training content:** Exercises in car control and identification of the racing line with BMW M models
- **Training location:** National and international racetracks
- **Duration:** 1 day + 1 overnight stay

## BMW M RACE TRACK TRAINING PLUS.

- **Training content:** Perfectioning of driving ability and intensification of driving exercises, as well as driving on the racing line
- **Training location:** National and international racetracks
- **Duration:** 2 days + 2 overnight stays

## BMW M RACE TRACK TRAINING NORDSCHLEIFE.

- **Training content:** Recognition of the racing line; division of the racetrack into sections and driving a complete lap
- **Training location:** Nürburgring Nordschleife
- **Duration:** 2 days + 2 overnight stays

## BMW M RACE TRACK TRAINING NORDSCHLEIFE PRO.

- **Training content:** Perfectioning the racing line by driving full laps, for advanced drivers
- **Training location:** Nürburgring Nordschleife
- **Duration:** 1 day + 1 overnight stay



BMW M RACE TRACK GT EXPERIENCE.

## BMW M4 GT4 TRAINING LEVEL 1.

- **Training content:** Exercises in car control and identifying the racing line with BMW M models, a highlight being intense driving pleasure at the wheel of the BMW M4 GT4
- **Training location:** National and international racetracks
- **Duration:** 1 day + 1 overnight stay

## BMW M4 GT4 TRAINING LEVEL 3.

- **Training content:** free driving in the BMW M4 GT4, individual 1:1 coaching, detailed motorsport analysis
- **Training location:** National and international racetracks
- **Duration:** ½ day or 1 day

## BMW M4 GT4 TRAINING LEVEL 2.

- **Training content:** perfecting driving skills and driving on the racing line with BMW M models; multiple drives in the BMW M4 GT4, including an insight into motorsport data analysis
- **Training location:** National and international racetracks
- **Duration:** 1 ½ days + 2 overnight stays



# BMW WINTER EXPERIENCE.

“ Our winter training courses take place at fascinating locations. Drift ovals and a drift course await participants at our 3,000 m<sup>2</sup> drift facility in Pitztal. Our snow training courses take place in neighbouring Sölden, in an exclusive atmosphere and set against the impressive backdrop of the Austrian Alps. The training courses on the glacier itself are real highlights here. 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 wintery 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 WINTER EXPERIENCE.

## BMW SNOW TRAINING.

- **Training content:** driving up mountains, braking and evasive manoeuvres as well as other traction exercises
- **Training location:** Sölden (Austria)
- **Duration:** 1 day + 1 overnight stay

## BMW SNOW TRAINING PLUS.

- **Training content:** challenging exercises such as sudden lane changes, initial drifting experiences in snow
- **Training location:** Sölden (Austria)
- **Duration:** 2 days + 2 overnight stays

## BMW SNOW TRAINING DELUXE.

- **Training content:** exclusive training on the mountain and in the valley with powerful BMW and BMW M models, skiing with pros, helicopter flight to filming locations of the James Bond film “Spectre”, trip to “Erlebnisswelt 007 ELEMENTS”, exclusive dinner at the Ice Q restaurant
- **Training location:** Sölden (Austria)
- **Duration:** 4 days + 3 overnight stays

## BMW M SNOW DRIFT TRAINING.

- **Training content:** conveying the basics of drifting by means of various exercises on snow in the BMW M4 Competition with studded tyres
- **Training location:** Pitztal (Austria)
- **Duration:** ½ day

## BMW M SNOW DRIFT TRAINING PLUS.

- **Training content:** twice the amount of driving time compared with the BMW M Snow Drift, to practice the basics of drifting in the BMW M4 Competition with studded tyres
- **Training location:** Pitztal (Austria)
- **Duration:** 1 1/2 days + 1 overnight stay



## BMW M ICE TRAINING.

- **Training content:** diverse and spectacular driving and drifting exercises in BMW M models with studded tyres on a frozen lake over three days
- **Training location:** Arjeplog (Sweden)
- **Duration:** 3 days + 2 overnight stays

## BMW M ICE TRAINING PLUS.

- **Training content:** diverse and spectacular driving and drifting exercises in BMW M models with studded tyres on a frozen lake over four days
- **Training location:** Arjeplog (Sweden)
- **Duration:** 4 days + 3 overnight stays

## BMW M ICE TRAINING MAX.

- **Training content:** diverse and spectacular driving and drifting exercises in BMW M models with studded tyres on a frozen lake over five days
- **Training location:** Arjeplog (Sweden)
- **Duration:** 5 days + 4 overnight stays

# BMW PROFESSIONAL DRIVER EXPERIENCE.

“ 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 the worst case, their car is attacked? With varying 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 PROFESSIONAL DRIVER EXPERIENCE.

## PROFESSIONAL DRIVER COMPACT SAFETY TRAINING.

- **Training content:** compact introduction to the optimum response in extreme driving situations
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 1 day + 1 overnight stay

## PROFESSIONAL DRIVER SAFETY TRAINING.

- **Training content:** intensive training in the optimum response in extreme driving situations from experienced BMW instructors
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 2 days + 2 overnight stays

## PROFESSIONAL DRIVER COMPACT SNOW TRAINING.

- **Training content:** compact introduction to the basics of safe driving in wintery weather conditions
- **Training location:** Sölden (Austria)
- **Duration:** 1 day + 1 overnight stay

## PROFESSIONAL DRIVER SNOW TRAINING.

- **Training content:** intensive training in the basics of safe driving in wintery weather conditions
- **Training location:** Sölden (Austria)
- **Duration:** 2 days + 2 overnight stays

## SECURITY VEHICLES LEVEL 1 & 2.

- **Training content:** exercises specifically tailored to professional drivers in armoured vehicles, in escape situations, etc.
- **Training location:** BMW and MINI Driving Academy Maisach or Driving Centre Groß Dölln
- **Duration:** 3 days + 3 overnight stays



# BMW MOTORRAD EXPERIENCE.

“ It goes without saying that the BMW and MINI Driving Experience also offers training courses for motorcyclists. 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 motorcycles, 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 wish to try out a new product or BMW innovations. Whatever choice they make, 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 MOTORRAD EXPERIENCE.

## RIDING SAFETY TRAINING.

- **Training content:** refreshing practical skills and theoretical knowledge on a motorcycle
- **Training location:** BMW and MINI Driving Academy Maisach
- **Vehicles:** current BMW Motorrad models or own motorcycle
- **Duration:** 1 day

## RIDING EXPERT TRAINING.

- **Training content:** special training programme for ambitious, experienced motorcycle riders, refinement of riding skills by means of various practical exercises
- **Training location:** BMW and MINI Driving Academy Maisach
- **Vehicles:** current BMW Motorrad models or own motorcycle
- **Duration:** ½ day



# MINI DRIVING EXPERIENCE.

“ 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 MINI John Cooper Works shows, on the Nürburgring Nordschleife, that MINIs are also capable of top performances out on the racetrack. ”



Claudia Hürtgen,  
Chief Instructor BMW and MINI Driving Experience



# MINI DRIVING EXPERIENCE.

## MINI STARTER PACK TRAINING.

- **Training content:** typical MINI driving pleasure, from competent evasive manoeuvres to dynamic competitive exercises
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 1 day

## MINI STARTER PACK TRAINING YOUNG.

- **Training content:** driving safety and dynamic competitive exercises for young drivers aged between 18 and 25. 17-year-olds may also take part if accompanied when driving
- **Training location:** BMW and MINI Driving Academy Maisach
- **Duration:** 1 day

## MINI RACE TRACK TRAINING NORDSCHLEIFE.

- **Training content:** spectacular driving experience in the MINI John Cooper Works on the most exciting racetrack in the world and identify the racing line and experience the go-kart feeling typical of MINI
- **Training location:** Nürburgring Nordschleife
- **Duration:** 2 days + 2 overnight stays

## MINI RACE TRACK TRAINING NORDSCHLEIFE PRO.

- **Training content:** Intensive driver training on the full lap of the racetrack, which is over 20 kilometres long and drives behind the pace car
- **Training location:** Nürburgring Nordschleife
- **Duration:** 1 day + 1 overnight stay



# BMW AND MINI CUSTOMISED EXPERIENCE.

“ 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 collaboration with the customer, our professional team fulfils virtually every desire and ensures that they enjoy an event tailored entirely to their requirements. For example, you can hold your business meetings with us and mix things up with a driving element. This both increases the motivation of your employees or customers and also teaches them valuable lessons to be used in everyday traffic. Individual, personal, professional: our customised experience meets the highest demands. ”



Robert Eichlinger,  
Head of the BMW and MINI Driving Experience

## BMW AND MINI CUSTOMISED EXPERIENCE PORTFOLIO:

- Half and full-day training course at the premises of the BMW and MINI Driving Academy
- BMW personal coaching
- Taster training courses
- BMW scenic drives
- Customised programme from our racetrack and winter range



# INSTRUCTORS' TRAINING.

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. 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 co-teaching assignments and then by an examination. Having passed the examination, it is then possible to work together on an independent, freelance basis. 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 three 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.

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

A team of instructors, lead by Claudia Hürtgen, chief instructor at the BMW and MINI Driving Experience, deliver the training and advanced training courses.



# 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 are used for 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 10,000 driving safety training events and live driving incentives attended by over 110,000 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.

# PARTNER OF THE BMW AND MINI DRIVING EXPERIENCE.

## MICHELIN IS THE MAIN SPONSOR.

Michelin has been a BMW M partner for over 30 years – both for motorsport and as an OEM. The basis for this partnership is a shared passion for sporty driving at the highest level – a passion that has culminated in the tyre partnership with the BMW and MINI Driving Experience since 2019.

The engineers at Michelin and BMW M have been working closely together for over a generation to develop the ultimate tyres for the street and the racetrack. To achieve this, thousands of combinations of tyre type and chassis set-up have been tested for every conceivable driving situation. The tyres in the Michelin Pilot Sport range provide BMW M drivers with the best possible prerequisites to take full advantage of the high performance level of their car.

The partnership between BMW M and Michelin has also produced title wins and top results on the motorsport scene, for example, in Formula 1 and the 24-hour races at Le Mans and the Nürburgring. BMW and Michelin currently join forces in the IMSA, VLN and Formula E championships.

Michelin is based in Clermont-Ferrand, France, and is represented in 170 countries. The company employs more than 125,000 staff and operates 67 tyre production facilities, which produced roughly 190 million tyres in total in 2018.



# CONTACT AND BOOKING.

## CONTACT.

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 [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

## BOOKING.

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

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

 [www.bmw-drivingexperience.com](http://www.bmw-drivingexperience.com)  
[www.bmw.de/bde](http://www.bmw.de/bde)

 [www.facebook.com/bmwdrivingexperience](http://www.facebook.com/bmwdrivingexperience)

 [www.instagram.com/bmwdrivingexperience](http://www.instagram.com/bmwdrivingexperience)

 [www.youtube.com/bmwdrivingexperience](http://www.youtube.com/bmwdrivingexperience)

