



Press and Corporate Affairs

Media Information
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BMW presents Sheer Driving Pleasure in Chennai with the BMW Experience Tour 2014.

The Experience Tour to reach 12 cities across India with the entire BMW India product portfolio on exhibit.

Chennai. BMW India demonstrated the dynamism, versatility and high performance of its entire product portfolio with the BMW Experience Tour 2014 in Chennai from 4-7 September at the Madras Motor Sports Race Track, Chennai-Bangalore Highway, Irungattukottai, Chennai. Chennai is the seventh city to host the 12 city tour.

The BMW Experience Tour 2014 showcased the complete range of sedans and SAVs (Sports Activity Vehicle) demonstrating the superior driving dynamics on a specially designed test course.

Mr. Philipp von Sahr, President, BMW Group India, said, "With the BMW Experience Tour, BMW Group India is happy to give customers an opportunity to experience the exhilarating superiority of the BMW cars in a challenging and exciting environment. This is a one of a kind event being organized at such a scale in India. With this unique initiative, we wish to take a step closer to our customers, bring many more customers to the BMW fold and make them experience true Sheer Driving Pleasure."

The Tour will reach 12 cities across the nation including Jaipur, Chandigarh, Delhi, Ahmedabad, Pune, Mumbai, Chennai, Kochi, Bangalore, Hyderabad, Lucknow and Kolkata. This will provide customers in these markets an opportunity to experience the BMW brand, test drive vehicles and interact with product experts.

The experience will host separate sessions for the sedans and SAVs (Sports Activity Vehicle). BMW Dynamic Drive will highlight the dynamic superiority of the BMW sedans, while BMW xDrive Experience will showcase the versatility of the BMW range of SAVs.

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Customers will drive the BMW 1 Series, the BMW 3 Series, the BMW 5 Series and the BMW 7 Series through braking, slalom, corner braking and fast lap exercises to experience the dynamism and innovative technology of BMW cars.

The event will also provide customers the opportunity to experience the thrill of BMW M cars. BMW M Automobiles are produced by BMW Motorsport GmbH (a subsidiary of BMW AG). Sophisticated technology, individuality and safety - the BMW M range offers an unmatched experience of exclusive, high-performance driving.

With BMW X ramps and obstacles like articulation humps, steep hill and incline, the event will showcase the superiority of the BMW X range with the BMW X6, the BMW X5 and the BMW X3, under the expert guidance of BMW trainers. The BMW xDrive is an intelligent all-wheel drive system that monitors the driving situation constantly and distributes drive power smoothly between the axles where it is needed the most. In India, the intelligent BMW xDrive all-wheel drive system is standard in the BMW X3, the BMW X5 and BMW X6.

Throughout the Experience Tour, a special structure will be created in each city, representing BMW's premium international standards. The weather proof, air-conditioned structure, will accommodate the reception, briefing and display areas. A special Women and Kids zone will offer an entertaining time for the entire family. The kid's section will also feature a special 'Sony PlayStation Zone' where kids can enjoy driving the BMW cars in the virtual world with Sony PlayStation3.

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