**BMW Ireland Launches the Ultimate Test Drive Programme**

* Customer contributions of up to nine percent across the BMW range
* National Campaign focuses on the Ultimate experiences in Ireland
* Participating BMW retailers to offer unprecedented 24-hour test drive with the Ultimate machine.

To really experience a car you need time. You need time to see how the car feels to drive, how it looks, if it’s suited to your lifestyle. Time to make sure you’ve made the right decision with this in mind BMW Ireland have introduced two compelling offers designed to make the Ultimate Driving machine within reach. For the first time in Ireland a new 24 hour test drive programme has been launched and is available on variety of BMW models across the range at participating Retail Centre’s nationwide.

There is also an unbeatable incentive of nine percent off any new BMW model for a limited period[[1]](#footnote-1). The offer is available on all new BMW models ordered or registered before 30th September 2018 at participating retailers.

To mark the launch of second registration period BMW have created a new brand campaign celebrating the very best experiences that Ireland has to offer. The central theme to the campaign explores what drives us to find the ‘Ultimate’ experience; the ultimate swim spot, ultimate drive or even the ultimate bowl of seafood chowder. Ireland is a small island but size is our strength which means these ultimate experiences are always within reach. And what better way to discover them by taking a new BMW model for a test drive? With so many exciting new BMW models, a nine percent incentive and competitive finance rates there has never been a better time than to look to a new BMW.

**Sporty individualist: the new BMW X4**.
Arriving this summer packed with cutting-edge driver assistance systems and the latest functions from BMW ConnectedDrive is the second generation BMW X4. Prices start on the road (OTR including the Ultimate discount) at €61,222 for the new BMW X4 which features a significantly more individual design, sporting prowess and upgraded interior that I cleverly driver focused. The new model is also wider (37mm) longer (81mm) and lower (3mm) than its predecessor.

**Compact Sports Activity Coupe: the new BMW X2.**
Having launched in Ireland earlier this year the all-new BMW X2 is the first modern day BMW model with the brands logo featured on the side, C-pillar. This new model combines low-slung proportions of a coupé with the robust core of a BMW X model. Prices for the BMW X2 start from €40,105 (OTR including discount) for an sDrive 18d Engine. And like its styling, the driving pleasure on offer behind the wheel of the new BMW X2 is arguably the class leader in its segment.

**A new benchmark for electric mobility: the new BMW i8 Roadster.**

Another intoxicating chapter is about to be written in the success story of the world’s top-selling plug-in hybrid sports car with the arrival of the extremely desirable and eye-catching BMW i8 Roadster. This open-top two-seater has been made even more thrilling with its individual take on the design that was specifically developed. Newly designed frameless gullwing doors made from CFRP have been an engineering feat to produce, as are the windscreen frame and the side skirts. This ultra-strong high-tech material makes the body more rigid, thereby further enhancing occupant protection in the BMW i8 Roadster. Prices for the new BMW i8 Roadster starts from €172,265 (OTR price Including SEAI Grant and VRT Relief).

**Alluring luxury sports car: the BMW 8 Series.**
The BMW 8 Series Coupe is set to go into series production later in 2018. It will embody a blend of dynamic excellence, luxury and exclusivity characteristic of the brand’s modern-day coupes. More details on this model will be revealed in the coming weeks.

For more information on the BMW Ultimate 24 hour test drive programme and the range of savings to be made on new BMW models visit: [www.BMW182.ie](http://www.BMW182.ie).

**-Ends-**

**Notes to Editors:**

\* Fuel consumption figures are provisional (in some cases), based on the EU test cycle and may vary depending on the tyre format specified.

The values of fuel consumptions, CO2 emissions and energy consumptions shown are determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown considers optional equipment and the different size of wheels and tires available on the selected model and may vary during the configuration.

The values of the vehicles labeled with (…) are already based on the new WLTP regulation and are translated back into NEDC-equivalent values in order to ensure the comparison between the vehicles. [With respect to these vehicles, for vehicle related taxes or other duties based (at least inter alia) on CO2-emissions the CO2 values may differ to the values stated here].

The CO2 efficiency specifications are determined according to Directive 1999/94/EC and Pkw-EnVKV in its current version applicable. The values shown are based on the fuel consumption, CO2 values and energy consumptions according to the NEDC cycle for the classification.

For further information about the official fuel consumption and the specific CO2 emission of new passenger cars can be taken out of the „handbook of fuel consumption, the CO2 emission and power consumption of new passenger cars”, which is available at all selling points and at <https://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>.

**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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

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1. Available on all BMW models. Excludes BMW i8 and BMW i3 models. [↑](#footnote-ref-1)