**MEDIA INFORMATION**

**8th March 2019.**

**New and Upgraded BMW Driving Experience at Mondello Park announced.**

* BMW M2 and M4 Competition models now offered on the Experience.
* Complementary hospitality offered in the VIP BMW Lounge.
* All participants receive BMW Lifestyle Gift and BMW Driving Experience Certificate.

Mondello Park and BMW Ireland have announced that its BMW Driving Experience programme for 2019 has been significantly upgraded. Now with even more M, the 2019 BMW Driving Experience includes BMW M2 and M4 Competition models at Ireland’s only FIA licenced International motor racing circuit.

In addition, all courses now include complementary hospitality in the VIP BMW Lounge, an individual BMW Lifestyle gift and certificate for all participants. Training begins behind the wheel of a MINI Cooper S with a professional instructor at all times to ensure customers make the most of the experience. During a series of guided pace laps, customers experience pure BMW M genes with the BMW M2 Competition or BMW M4 Competition or both with the Ultimate BMW Driving Experience package. All participants can round off the racing experience with a Virtual Reality (VR) experience in Mondello Park’s paddock area.

The new BMW M2 Competition is the perfect match on Ireland’s only FIA leading motor racing circuit with its impressive 410 horsepower and 550Nm of torque from its Bi-turbo six-cylinder petrol engine. This M2 sprints from 0 to 100 km/h in just 4.2 seconds with its six-speed automatic gearbox, while the top speed has been limited to 250 km/h. High-precision Carbon Fibre Reinforced Plastic (CFRP) has been introduced in the strut and bulkhead strut for increased front section rigidity. There’s a new cooling system, including new front skirt and larger, redesigned BMW kidney in high-gloss black. New dual exhaust system with two electrically-controlled flaps provides the distinctive M sound while the M TwinPower Turbo technology delivers outstanding efficiency.

As well as the regular range of track driving experiences, Mondello Park offer a range of customisable BMW and MINI Driving Experiences and places importance on meeting the customer’s specific desires. A team specialising in corporate events and incentives works closely with customers to put together packages tailored to the customer’s requirements.

BMW and MINI Driving Experiences play an important role to improving driving safety on public roads, while at the same time conveying the joy of driving for which BMW is renowned. For further details please visit <https://www.mondellopark.ie/bmw-driving-experience/>.

**-ENDS-**

**About The BMW Driving Experience:**

BMW has been thrilling its customers with driving experiences since 1977 when the company became the first car manufacturer in the world to offer driver training. Every year over 100,000 people take part BMW Group training courses every year and across the world in five continents, more than 30 countries.

**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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

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