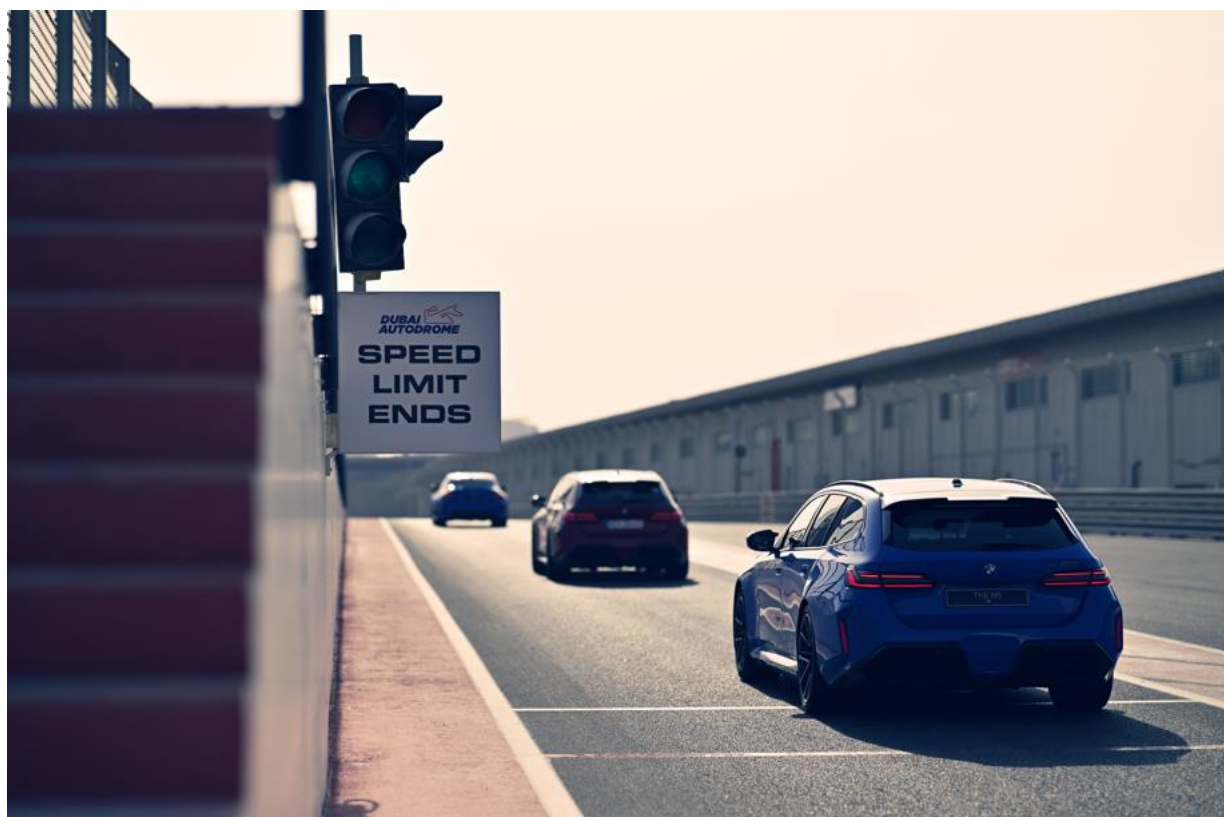


Middle East
Corporate Communications

Mastering ///Momentum: BMW M Track Experience Captivates Enthusiasts with Power, Precision, and Passion

A weekend to remember:

+++ 1,328 aficionados +++ 11,375 laps completed +++ a combined horsepower of 3,600+ unleashed +++ public tickets sold out well ahead of the event +++



Dubai, UAE, 30 April 2025 – The BMW M Track Experience concluded last weekend at the Dubai Autodrome, leaving an indelible mark on media representatives, stakeholders, partners, BMW Club UAE members, and driving enthusiasts who gathered to celebrate the letter that stands for motorsport mastery – M.

In a strong testament to BMW M's enduring appeal, public tickets sold out well ahead of the event, highlighting the excitement and anticipation surrounding this exceptional experience.

Throughout the thrilling weekend, more than 1,328 participants took part in the exhilarating experience, collectively completing 11,375 laps around the national circuit at Dubai Auto-

Middle East
Corporate Communications

drome, giving the attendees a unique opportunity to feel the pulse of BMW M's exceptional performance lineup. A combined horsepower of 3,600+ roared across the track, amplifying the excitement.

The full force of M Power was unleashed on the track, as guests experienced the power and adrenaline of the BMW M2, M3 Competition, M4 Competition, M5, M5 Touring, and the groundbreaking BMW XM Label, each model embodying the spirit of "M" in its purest form.

Participants navigated the twists and straights of Dubai Autodrome, mastering every corner and unleashing the sheer performance, agility, and innovation that have come to define BMW M. From the precision of the M2 to the sheer might of the M5 Touring, every moment was a celebration of ultimate driving performance.

One of the standout highlights was the **BMW XM Label** experience, where guests unleashed the full potential of BMW M's first high-performance plug-in hybrid electric vehicle (PHEV). Participants activated Launch Control for breathtaking acceleration, took on thrilling laps around the Hill Circuit, and navigated the tight twists of the slalom course, showcasing the XM's dynamic balance between raw power and precision agility.

Karim-Christian Haririan, Managing Director of BMW Group Middle East, commented:

"The letter M stands for much more than motorsport, M is the most powerful letter in the world, it's a symbol of emotions, passion for high performance, and perfection. With the BMW M Track Experience, we brought these values to life for our most valued enthusiasts. Seeing the excitement on the faces of our guests as they conquered the track is a testament to the enduring power of M, The Ultimate Driving Machine. This experience was a true reflection of the spirit that drives BMW forward in the Middle East and beyond."

As the engines quiet down and the tire marks fade, the memories of mastering momentum at the BMW M Track Experience remain, a true tribute to the magic of M.

– Ends –

**Middle East
Corporate Communications****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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

Media website: <http://www.press.bmwgroup.com/middle-east>

For media inquiries, please contact:

Rami Joudi

Head of Corporate Communications, BMW Group Middle East

Email: rami.joudi@bmwgroup.com

Mobile: +971 56 507 5762

Kathleen Burbridge

Senior Account Director, Gambit Communications

Email: kathleen@gambit.ae

Mobile: +971 56 166 1549