



Media Information

8 May, 2017

Experience the ultimate “M Power” with new BMW Driving Experience Days.

- 40 years of the BMW Driving Experience.
- Experience the thrill of the racing line first-hand in the BMW M140i or M240i and M3 or M4.
- BMW M Experience offers guests more track time than ever before.
- Track skills can be critiqued and improved through analysis of Racelogic video data.
- Experience electric with the BMW i8 and test your skills off-road in the BMW X5 in the BMW Range Experience.

It was 40 years ago that BMW became the first carmaker to offer drivers the chance to hone their skills at the wheel with a view to getting the most out of their dynamically superior cars. The official start of the first BMW Training events in Manching were on 22 April, 1977 and this was organised and managed by the relatively new operation of BMW Motorsport GmbH. With a starting attendance of just 15 participants aged 22 to 45 years-old, BMW Driver Training programmes have now grown significantly with thousands of people every year receiving expert tuition in on-road, on-track and off-road driving across an array of machinery. The accepted age now starts at 11-years-old for the young driver programmes but the aims of the, both then and today remains broadly the same; to create an ideal balance between perfect cars and equally perfect driving skills.

This year, BMW UK has teamed up with Shell V-Power and MSV Track Days to create a new series of high adrenaline driver training and experience packages for 2017. Driving enthusiasts will be able to try their hand at some of the best motor racing circuits across the UK from Brands Hatch in Kent up to Oulton Park in Cheshire.

The new BMW M Experience offers guests more track time than ever before. Activities include, on-track driving where guests can learn how to reduce their track times in the latest models from the BMW M range. A wet handling activity where guests have the opportunity to learn dynamic driving in either the new BMW M140i or M240i and M3 or M4. And as well as hot laps with a professional racing driver, guests also have the opportunity to hone their track skills with

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Racelogic video data analysis allowing them to critique their drive and improve their technique.

For guests looking for more variation, the BMW Range Experience allows for a combination of track driving with a variety of models including the BMW i8 and off-roading in the BMW X5. Guests can take home their video footage from their laps in the M4 and can also experience the thrills of a high speed hot lap from a professional driver. For a sneak preview of what to expect, watch the 360 degree video here: <https://youtu.be/LK-3QrTMSyg>

Both packages include full BMW hospitality with lunch and breakfast or afternoon tea dependant on session.

Prices for BMW Driving Experience Days start at £495 and are available to book for the first time online, now at <https://drivingexperiences.bmw.co.uk/>

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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.

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