

BMW

United Kingdom

Corporate Communications



Media Information

3 July, 2026

Introducing the BMW M Driving Experience.

- UK market launch of The BMW M Driving Experience.
- Bookable experiences include BMW M Racetrack Training, BMW Driving Dynamics Training and BMW M Drift Academy – with further programmes expected soon.
- These thrilling driving experiences are now available for customers to book.
- Over 100,000 participants have completed BMW M Driving Experiences globally in 2025.

BMW UK is excited to announce the launch of the BMW M Driving Experience in the UK. This exclusive programme has been designed to offer unparalleled opportunities for drivers to immerse themselves in the world of BMW M. Participants will benefit from expert tuition in advanced driving techniques, gaining valuable skills under the guidance of BMW M certified instructors, driving a range of BMW M cars and other models from the BMW Group product portfolio.

The BMW M Driving Experience is now available in the UK, joining ten other participating international markets. The various available experiences offer participants an exciting and varied programme designed to build advanced driving skills in a professionally supervised environment. Each experience combines expert tuition with the thrill of driving BMW M models.

Colette Healy, Marketing Director, BMW Group UK, said: "I am delighted that the BMW M Driving Experience has now launched in the UK. Whether you are an enthusiast eager to test the limits of the latest BMW M models or a new customer, the M Driving Experience offers something for everyone".

Those taking part in the BMW M Driving Experiences require a full, valid in-date driving licence which has been held for a minimum of two years. Drivers must have no more than six penalty points and must not have been convicted within the last five years of any serious motoring offences. All drivers must be over the age of 25 on the day of the event.

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Pirelli are the official tyre partner for the BMW M Driving Experience UK. All experience vehicles are fitted exclusively with Pirelli Tyres. Their premium tyre characteristics means that dynamic performance is maximised in a wide working range, for both wet and dry conditions. Pirelli's tyre experts are on hand at all major BMW M Driving Experience

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events to monitor tyre conditions and replace when necessary.

The BMW M Driving Experience includes the following activities:

BMW M Racetrack Training.

Now open to all motoring enthusiasts, the BMW M Racetrack Training is an immersive, full-day programme which takes place at the legendary Silverstone International Circuit. It offers guests the opportunity to choose between a range of BMW M models, including the BMW M2, BMW M3 Saloon and Touring and BMW M4 Coupe, on one of the world's most famous racetracks. Participants will benefit from comprehensive theory sessions designed to enhance their understanding of BMW M models, including performance and technology, with a focus on how these learnings can be applied to everyday responsible driving.

The day also features a series of practical, on-track exercises covering the ideal racing line, advanced car handling including drifting, and full circuit laps with professional instructor guidance. This experience promises to equip guests with the skills and confidence to safely explore the limits of BMW M's most iconic products.

BMW M Drift Academy.

Designed for both seasoned enthusiasts and those eager to try their hand at advanced driving techniques, the BMW M Drift Academy offers guests the chance to master the art of drifting in a safe and professionally supervised environment. Sessions take place across specially prepared circuit skid pans located at some of the UK's most prestigious tracks.

This half-day experience provides expert tuition, where attendees will drive a high-performance BMW M model - either a BMW M2, BMW M3 or BMW M4 derivative. The focus of the programme is on developing precise throttle control, mastering advanced steering techniques, and learning how to recover a car safely if control is lost. These skills not only enhance the thrill of driving but also contribute to greater confidence and safety whilst driving on the road.

BMW Driving Dynamics.

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The BMW Driving Dynamics session is a comprehensive full-day experience designed to teach participants fundamental vehicle control skills alongside advanced driving techniques. This expertly structured event equips guests with practical knowledge applicable to real-world driving situations, ensuring greater confidence and safety on the road. Attendees will have the opportunity to drive either BMW 2 Series or BMW 3 Series derivatives throughout the day, demonstrating the exceptional versatility and everyday usability that define BMW's vehicles.

The breadth of experiences on offer showcase the sophisticated safety systems integrated into BMW M vehicles, ensuring participants not only enjoy the thrill of driving but also understand the cutting-edge technology that helps to keep them safe on the road. Whether you are an enthusiast eager to test the limits of the latest BMW M models, the M Driving Experience offers something for everyone.

For more information, or to make a booking, please visit:

bmwmdrivingexperience.bmw.co.uk.

For any specific questions or queries before booking, please contact:

bmwmdrivingexperience@delegate.com.

Ends

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

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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 through production to the end of their useful life.

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