

IMMEDIATE

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BMW PERFORMANCE CENTER INTRODUCES ADVANCED M SCHOOL AT LOWE'S MOTOR SPEEDWAY

New Class Picks Up Where BMW M School Ends With Exhilarating Race Track Time and Intense Driving Lessons With High Performance M3s and M5s

Spartanburg, SC - October 21, 2003 ... Driving lessons rush into the fast lane with BMW's new Advanced M School, an aggressive two-and-a-half day class held on the NASCAR track at Lowe's Motor Speedway in Charlotte, N.C. It's the latest driving adventure offered by the BMW Performance Center in Spartanburg, S.C. Classes are scheduled for November 9-11 and December 7-9, 2003.

"Advanced M School takes driving instruction to a new level and features the highest performance driving possible with street legal vehicles," said Diane Nevelle, manager of the BMW Performance Center Driving Schools. "This is a very intense, technical course with lots of tight turns at varying speeds. Participants will be constantly challenged to anticipate handling the curves while learning advanced steering techniques," explained Nevelle. "We teach these lessons in a controlled atmosphere. Participants communicate with professional driving instructors as they negotiate the course."

Another exercise will teach compound cornering, a racing technique. Faced with an "S-shape" curved track, participants will handle the first corner at a quick speed, and then keep the vehicle on course as they brake heavily for the second turn.

Participants will drive the M3s and M5s on the track. Other exercises include heel-toe downshifting and autocross driving maneuvers on the banked main track.

Class size for BMW's Advanced M School is limited to 14 participants and features seven

instructors. Tuition is \$4,650 per person, which includes all catered meals, Advanced M School coat, shirt, helmet and helmet bag, and accommodations for two nights.

For more information on the BMW Performance Center driving schools, call 888-345-4BMW (4269).

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