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**BMW Takes on Denver Weather; Showcases xDrive Intelligent**

**All-Wheel-Drive System in One of America’s Snowiest Cities**

**The BMW xDrive Experience to Coincide with the Denver Auto Show from March 22-24, 2013**

**Woodcliff Lake, NJ – March 18, 2013…** With an average of 53 inches of snowfall each year and a well-deserved reputation as one of America’s snowiest cities, driving in Denver can be challenging. To showcase the benefits of its intelligent xDrive all-wheel-drive system, BMW will give consumers the opportunity to drive one of several BMW models on both a pre-determined road course through Denver, and on a purpose-built closed handling course at the Pepsi Center. Drivers will choose from a full lineup of BMW sedans including 3 Series, 5 Series, 6 Series Gran Coupe and 7 Series models.

Part one of the experience will begin with a vehicle presentation and walk-around followed by a 15-minute open-road drive through a pre-determined route in Denver featuring both city and open road driving. Part two will consist of two laps around a purpose-built coned course on the Pepsi Center grounds designed to illustrate the vehicle’s maneuverability and highlight the strength of xDrive in all weather conditions.

The BMW xDrive Experience will be staged at the Pepsi Center (1000 Chopper Circle, Denver, CO 80204) coinciding with the Denver Auto Show and take place from Friday, March 22nd through Sunday, March 24th from 8:00 a.m. – 3:00 p.m. Interested parties are encouraged to call their local BMW dealer for more information.

Unlike other all-wheel drive systems, BMW's xDrive intelligent all-wheel drive system allows the vehicle to maintain a surefooted grip on slick or uneven roads, without sacrificing the feel of rear-wheel drive. It smartly sends power to the wheel or wheels with the surest footing—and it does so in milliseconds. That means under normal conditions, drive forces are spread out with a rear-wheel bias. But the moment the system senses excessive wheel slip, it subtly shifts torque to meet the changing conditions, offering maximum available traction and superior handling on all surfaces—despite the weather conditions.

BMW xDrive is available as an option on several BMW models including the 3 Series, 5 Series, 6 Series, 7 Series and the X1 Sports Activity Vehicle and comes standard on the BMW X3, X5 and X6 SAVs.

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**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 116 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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