

# BMW

## U.S. Press Information

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### **BMW Announces Participation In The 2014 One Lap Of America.**

**Woodcliff Lake, NJ – May 2, 2014...** BMW of North America today announced that the all-new 320 horsepower 2014 M235i will participate in the One Lap of America event starting May 3<sup>rd</sup>, 2014. This year's team, co-piloted by BMW Performance Center Driving Instructor, Michael Renner and Stephen Maguire of United BMW Roswell of Atlanta, will compete in SSGT2 Small Bore Stock Touring during the 7 day, 3,249 mile tour originating in South Bend, Indiana. The 2014 One Lap of America competitors will make their way through the Easter half of the United States encompassing daily transit stages up to 400 miles in distance, skid pad, drag strip, and closed course time trials.

The newly designed M235i Coupe raises the bar in the premium sub-compact segment in terms of dynamic ability, aesthetic appeal and emotional allure. The unique M Performance 3.0-liter inline six-cylinder with TwinPower technology delivers 320 hp and 330 lb-ft of torque. The new Coupe features M-specific chassis tuning which includes standard M Adaptive suspension, M Sport Braking system, variable sport steering and Michelin Pilot Super Sports tires and an exhaust specifically tuned for the M235i.

The BMW Performance Center is the home to BMW's Performance Driving School, the BMW Performance Center Delivery Program, the Zentrum museum featuring 95 years of BMW history and the Spartanburg production plant which produces the X3, X5, and X6 Sports Activity Vehicles. The BMW Performance Driving School offers a variety of driving classes that highlight the performance, responsiveness, and safety features in each BMW product. Driving schools are offered in 1 and 2 day formats. They include a Teen Driving School, Car Control School, M School, and Advanced M School. Exclusive corporate driving events are also offered in many variants ranging from half day programs to 3 day events with on track driving and offsite tours and excursions.

## **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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 35 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 and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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