

BMW Group

U.S. Press Information

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Kyle Arrington of the New England Patriots and Alan Anderson of the Brooklyn Nets Attend BMW's Ultimate Driving Experience at Gillette Stadium in Boston, MA.

Woodcliff Lake, NJ – June 24, 2014... Kyle Arrington of the New England Patriots and Alan Anderson of the Brooklyn Nets attended the first stop of BMW's Ultimate Driving Experience, a nationwide tour that will offer dynamic behind-the-wheel driving programs through eight events in seven markets for a total of 74 event days. BMW and Automotive Rhythms invited them to participate in the first Ultimate Driving Experience, which kicked off June 14-22 in Boston, MA at Gillette Stadium.

A popular component of The Ultimate Driving Experience will be the Teen Driving School, which is an extension of the BMW Teen Driving School curriculum taught at the BMW Performance Center in Spartanburg, SC. The Ultimate Driving Experience features over 80 BMW vehicles, from BMW i to BMW M. Attendees will have access to a truly immersive experience including:

- **Self-guided, hands-on demos** of the BMW 335i Sedan and X5 xDrive50i that at most stops include **Hill Descent Control**, which is a BMW electronic function that allows for safe descent and proper vehicle balance on uneven surfaces, and **Skid Pad**, showcasing vehicle control on wet surfaces;
- **Street Drives** that allow for 30-minute test drives per vehicle of a range of BMW vehicles including the BMW 2 Series, 4 Series, 6 Series and the all-electric BMW i3;
- **Autocross**, a 2-hour challenging, closed-course driving program featuring the BMW 2 Series and 5 Series that pairs attendees with BMW's Professional Driving Instructors for a dynamic experience that highlights advanced driving theories, defensive driving techniques and culminates in a pulse-pounding hot lap;
- **Car Control Clinic**, a full-day driving school that allows drivers to get behind the wheel of a powerful M3 or all-new M235i for an adrenaline-filled day of driving with

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individual instruction from BMW-certified Professional Drivers. Drivers will develop a sharper understanding of BMW's responsive handling and performance while learning advanced driving theory. The Car Control Clinic is offered for a fee of \$650.

- Additionally, The Ultimate Driving Experience will feature a main pavilion with interactive displays.

For more information and to register for The BMW Ultimate Driving Experience visit: <http://www.bmwusa.com/ude> or call 800-558-4BMW (4269). Location and dates subject to change. Follow BMW of North America on Twitter @BMWUSA and Like BMWUSA on Facebook. Hashtag #DrivingIsBelieving.

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 and X4 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, 120 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.

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