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### **BMW Announces Performance Center West Driving School**

- **BMW brings its renowned curriculum of performance driving instruction to Southern California in new permanent facility**
- **Partners with The Thermal Club – new premier private motorsports club**

**Woodcliff Lake, NJ/Thermal, CA – October 3, 2014 12:00pm EDT/9:00am PDT . . .**

BMW of North America today announced the opening of the new BMW Performance Center West, the company's permanent performance driver training facility located in Southern California. BMW partners with The Thermal Club, the new premier private motorsports club, to create a dedicated road course and training facility just a few minutes outside of La Quinta, California. Opening in late 2014, the BMW Performance Center West will offer the full complement of performance driving courses for which the BMW Performance Center in Spartanburg, South Carolina has been renowned since 1999. These include the BMW M Schools as well as the BMW Teen Driving Schools.

"We have long believed that the right driver training is every bit as important as technology in helping to keep drivers safe," noted Peter Miles – Vice President of Sales Channel Development and Customer Relations, BMW of North America. "The BMW Performance Center West will make it easier for customers in the Western US to benefit from the same professional driving instruction that nearly 130,000 drivers have had at the BMW Performance Center in South Carolina over the last 15 years. We are very pleased to partner with The Thermal Club."

The BMW Performance Center West brings a permanent BMW performance driver training facility to Southern California. Occupying 32 acres on the grounds of The Thermal Club, the BMW Performance Center West will include a dedicated 1.4 mile road course, 6.2 acres of paddock, a skid pad and an 8,500 square foot Performance Facility. It will offer the full

complement of driver training courses that are currently offered at the BMW Performance center in South Carolina.

The company launched BMW Driver Training in Germany in 1977. In 1999 it opened the BMW Performance Center near Spartanburg, South Carolina – its first permanent US-based performance driving school and delivery center. Since opening, nearly 130,000 students have graduated from BMW performance driving courses. This includes nearly 5,000 graduates of BMW Teen Driving Schools. Today between 1,000 and 1,500 people visit the BMW Performance Center every week.

In a unique partnership, home for the new BMW Performance Center will be at The Thermal Club, a new premium private motorsports club just outside of La Quinta, California. “We are thrilled that BMW has selected Thermal as its long term home for the BMW Performance Center West. This is a very exciting venture for the community, Thermal and our members. It’s a great partnership with one of the world’s premiere brands”, note Thermal Club owners Tim and Twanna Rogers. The Thermal Club is focused on providing the ultimate motorsports programming, world-class culinary offering and a luxury service levels. The facility offers 5.5 miles of road racing circuits, private luxury member garage villas and luxury concierge services. The Motorsports Village consists of the Tuning Shop that features maintenance bays for vehicle maintenance and repairs, locker rooms, and lounge. The Trackside Garage designed for storage for the track and safety car fleet and the Tower Building is the main clubhouse building that will feature a 70 foot high operational control tower. Other luxury amenities will include a pool, kids club and tennis courts.

### **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, 140 BMW motorcycle retailers, 121 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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