

# BMW

## U.S. Press Information



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### **BMW's Ultimate Driving Experience, Offering Dynamic Behind-the-Wheel Driving Programs with over 90 BMW Vehicles, Launches March 21 in Atlanta, GA.**

**The nationwide tour through 10 events in nine markets runs from March through November, 2015 and will feature BMW's Teen Driving School at no cost.**

**Woodcliff Lake, NJ – March 16, 2015...** BMW is launching the Ultimate Driving Experience, a nationwide tour that will offer dynamic behind-the-wheel driving programs through 10 events in nine markets for a total of 90 event days. 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 first Ultimate Driving Experience kicks-off March 21- 29 in Atlanta, GA at Atlanta Motor Speedway. The tour will consist of 10-nine day events across the U.S. in the following markets; New Jersey at MetLife Stadium (April 11-19); Miami, FL at Hialeah Park (May 9-17); Washington, DC at FedExField (June 6-14); Seattle, WA at Emerald Downs (July 25 – August 2); Los Angeles, CA at Santa Anita Racecourse (August 15-23); Phoenix, AZ at Phoenix Raceway (September 12-20); Dallas, TX at Lone Star Park (October 3-11); Chicago, IL at Arlington Racecourse (October 24-November 1); New York at Citi Field (November 14-22). All programs, with the exception of the Teen Driving School, are for those 21 years of age and over with a valid driver's license.

**The Teen Driving School** is a fully interactive, 2-hour teen driving course featuring the BMW X1 and 228i that will be offered at no cost. The Teen Driving School will provide an introduction to driving theory and improving driving skills through classroom instruction, driver awareness activities and hands-on driving exercises. A main focus during the Teen Driving

School will be creating awareness about the consequences of distracted driving with special emphasis on texting while driving and how it affects not only teens – but everyone who drives a vehicle. Eligible drivers under the age of 21 with a valid learner's permit or driver's license can register for the school.

“We are excited to once again be providing BMW fans and driving enthusiasts across the country the opportunity to get behind the wheel,” said Kevin Philips, Head of Retail and Experiential Marketing, BMW of North America. “The free, 2-hour Teen Driving School program is a key element of the Experience, allowing new and inexperienced drivers to learn invaluable tools relating to safe driving and the dangers of distracted driving.”

The Ultimate Driving Experience will feature over 90 BMW vehicles, from BMW i to BMW M. Attendees will have access to a truly immersive experience including:

- **Dynamic Drive Experiences** are professionally guided demonstrations of the BMW 535i Sedan and X5 xDrive50i that 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 20-minute self-guided test drives per vehicle of a range of BMW vehicles including the BMW 2 Series, 4 Series, 6 Series, X Models and the all-electric BMW i3;
- **Autocross**, a 2-hour challenging, closed-course driving program featuring the BMW 3 Series, 4 Series and X4, 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 laps around the track;
- **Car Control Clinic**, a full-day driving school that allows drivers to get behind the wheel of the powerful M4, M3 and M235i for an adrenaline-filled day of driving with 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 \$750.
- 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.

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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 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, 146 BMW motorcycle retailers, 122 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.

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

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