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**BMW Performance Center West brings BMW Rocks the Desert event to attendees of the Desert Trip Festival**

**Event combines music, art, food, refreshments and driving in a unique experience for attendees to the Coachella Valley's iconic music festival**

**Thermal, CA – October 4, 2016...** During the opening weekend of the Coachella Valley's greatest music festival, the Desert Trip Festival, the BMW Performance Center West will offer festival attendees the kind of unique experience that can only be presented by The Ultimate Driving Experience™. On Saturday, October 8 and Sunday, October 9 the grounds of the BMW Performance Center West in Thermal will be transformed for the first BMW Rocks the Desert. Attendees will receive a unique experience which combines music, dining, shopping and – of course – driving. Four sessions will be offered over the weekend, with a shuttle service to and from the festival.

When not behind the wheel, guests can enjoy live music and a DJ, powered by Sickly eyewear and the Modernica Lounge. The Urban Art Group CAL gallery will unveil photos featuring performers from Desert Trip by Iconic Images photographer Terry O'Neill, who has photographed numerous music legends including The Beatles and The Rolling Stones. They will also enjoy selected pop-up shops & beauty bar, while Los Angeles based artist, Spencer "MAR" Guilburt will display some of his art.

When not behind the wheel, guests can enjoy a dynamic onsite activation powered by Sickly eyewear, the Modernica mid-century art lounge, LULU eclectic tapas menu, Palm Springs Life photo station, Babe's brewery gardens, desert recovery area with juices and beauty bar. The Urban Art Group CAL gallery will unveil unseen chosen photos featuring performers from Desert Trip by Iconic Images legendary photographer Terry O'Neill, who has photographed numerous music legends including The Beatles and The Rolling Stones.

Los Angeles based artist, Spencer “MAR” Guilburt will be painting abstract art onto a BMW M4 vehicle.

The grounds of The Thermal Club is ideally located next to the Empire Polo Field and next to exclusive facility ROSS AVIATION, where guest will be transported to the track from the moment they land their jets at hanger. BMW will provide shuttles to the festival grounds.

To feed the competitive spirit, driving events conducted by the BMW Performance Center West driving instructors include:

- Rat Race: Two drivers compete against each other to catch the other driver.
- Drag Race: Two drivers go head-to-head in an old-fashioned drag race.
- Timed Runs: Individual drivers try to beat their best time on a handling course that includes slaloms, chicane complex turns, and an end-of-race stop box.

Guests will also have the opportunity to test drive the BMW i8 plug-in hybrid sports car, one of the most innovative and eye-catching cars on the road.

A highlight of any BMW driving event are the hot laps where BMW Performance Center driving instructors take passengers for a heart-pounding, tire smoking ride of a lifetime.

This truly unique experience can be had for just \$199. A non-driving guest can join to take advantage of all the other opportunities for a combined price of \$250. Festival goers can reserve their spot by calling 888-345-4269 or visiting [www.bmwpcxmar.com](http://www.bmwpcxmar.com). Attendees are encouraged to share their experience on Twitter and Instagram with the hashtags #BMWRockstheDesert, #thismeansmar and #urbanartGRP.

### **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; Designworks, a strategic design consultancy based 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 341 BMW passenger car and BMW Sports

Activity Vehicle centers, 153 BMW motorcycle retailers, 125 MINI passenger car dealers, and 36 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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