

BMW of North America

U.S. Press Information



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BMW Continues Annual “Ultimate Driving Experience” in Expanded List of U.S. Cities for 2021.

- **2021 program features full brand immersion experience, including professional instruction on closed courses, local street drives, static vehicle displays and other guided demonstrations.**
- **The first-ever, all-electric BMW i4 and BMW iX will be on display in select cities, allowing visitors a first look at the innovative technology, premium and sustainable design appointments, and next-generation eDrive powertrains that BMW’s Ultimate Electric Driving Machines have to offer.**
- **BMW continues to follow all CDC and local health guidance in each city the Ultimate Driving Experience visits, ensuring a safe experience for all participants.**

Woodcliff Lake, NJ – June 16, 2021... BMW continues its **Ultimate Driving Experience** tour across the U.S. for 2021, safely welcoming BMW customers, enthusiasts and fans back for an immersive and exciting BMW driving experience. This year’s tour has expanded to 22 total stops across the U.S., featuring a variety of different experiences in a wide array of BMW vehicles. This year’s Ultimate Driving Experience also offers the opportunity for visitors to see **the first-ever, all-electric BMW i4 and BMW iX** for the very first time in select tour stops.

Visitors will enjoy the following at this year’s Ultimate Driving Experience:

- **Autocross:** an exciting driving session with professional instructors that highlights BMW performance driving dynamics, advanced technology and innovative safety features on a challenging course. (Ages 18+)

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- **Street Drives:** visitors can experience a variety of BMW vehicles during test drives on local roads, including the all-electric MINI Cooper SE in select tour stops. (Ages 25+)
- **PHEV Experience:** a pulse-elevating experience that compares a BMW plug-in hybrid electric vehicle with its core model counterpart and showing how BMW's legendary vehicle dynamics are preserved. (Ages 18+)
- **M Car Control Clinic:** a half-day educational track driving program for visitors who are interested in learning even more about the capabilities of BMW's latest M models (Ages 25+, \$250)
- **Display Vehicles:** new for 2021, visitors will be treated to a static display of BMW's latest and greatest products, including the all new M3, M4 and M4 Convertible, M5 CS, and – in select markets – the all-electric i4 and iX.

BMW will continue to ensure the health and safety of all Ultimate Driving Experience visitors by maintaining extensive sanitization and social distancing where applicable, successfully implemented in 2020's tour. This includes, but is not limited to, contactless registration and check in, vehicle sanitization between each drive, smaller group sizes and distribution of PPE as necessary.

The full BMW Ultimate Driving Experience schedule for the balance of 2021, as well as more program information, can be found on [the official BMW UDE website](#). The next major tour stop will take place in **Philadelphia, PA from June 17 – 20, 2021 at Citizens Bank Park**. Further tour stops this year include **Chicago, Atlanta, Denver, San Francisco, Los Angeles, San Diego, Houston, New York City** and many more.

More information on the full experience programming, tour dates and health/safety protocols is available at [driving.bmwusa.com](#).

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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 Rolls-Royce 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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 116 MINI passenger car dealers, and 38 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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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.

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