

BMW of North America

U.S. Press Information



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BMW's Annual Ultimate Driving Experience Returns for 2022, Highlighting New "Ultimate Electric Driving Machines."

- **Featured vehicles include the first-ever, fully-electric BMW iX Sports Activity Vehicle and first-ever, fully-electric BMW i4 Gran Coupe; BMW M and core BMW models will also be available to experience.**
- **2022 program features a full brand immersion experience, including professional instruction on closed courses, local street drives, interactive vehicle displays and more.**
- **The BMW Ultimate Driving Experience will make 25 stops across the U.S. throughout 2022.**

Woodcliff Lake, NJ – April 21, 2022...

BMW's annual **Ultimate Driving Experience** returns for 2022, welcoming BMW customers, enthusiasts, and fans back for an immersive and exciting driving experience with a wide array of BMW vehicles. Guests will have a unique opportunity to experience and test drive BMW's newest fully-electric models – the BMW iX Sports Activity Vehicle and BMW i4 Gran Coupe – as well as high-performance BMW M models, and other core BMW models from the brand's product portfolio. The 2022 BMW Ultimate Driving Experience will visit 25 different locations across the U.S., with its next major stop in Atlanta, GA on April 21-24, 2022.

BMW's 2022 Ultimate Driving Experience includes:

Company
BMW of North America, LLC

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- **Autocross:** Guided by a BMW professional driving instructor, guests will hone their driving skills as they experience the exhilarating, fully electric acceleration, power, handling, and performance of the first-ever BMW i4 through the sharp turns and bends of an autocross course. (Ages 18+)
- **Street Drives:** Guests will have the opportunity to get behind the wheel and experience a wide array of BMW products on local roads from the BMW iX and BMW i4 to the newly updated BMW X7 M60i, plug-in hybrid electric BMW 530e xDrive, and the range-topping BMW M850i xDrive Convertible and four-door Gran Coupe. (Ages 25+)
- **BMW iX Experience:** Take a deep dive into the new and innovative features of the BMW iX. With 516 hp and a 0–60 time of only 4.6 seconds, the BMW iX offers an exhilarating driving experience with an EPA estimate of up to 324 miles of all-electric range and the latest in-vehicle technology, including 5G connectivity, a sweeping curved display that unites the 12.3-inch information display with a 14.9-inch central control display, and the debut of BMW iDrive 8, the company’s latest user-interface system.
- **Interactive Displays:** A showcase of new in-vehicle technology -- and what's coming soon -- from BMW, including displays of various models such as the all-new BMW 7 Series, newly updated X7, and a look at the BMW at-home charging setup.

The next major tour stop will take place in **April 21-24, 2022, at the Atlanta Motor Speedway**. Additional stops in 2022 include **Boston, Houston, Denver, Pittsburgh, Raleigh, Chicago, Los Angeles, Phoenix, San Diego, Tampa**, and others. More information on the 2022 BMW Ultimate Driving Experience is available on [the official BMW UDE website](#).

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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; technology offices in Silicon Valley and Chicago, 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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 105 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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