



For Release: Immediate

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**BMW of North America Customer Racing programs kick off Rolex 24 at
Daytona weekend with BMW M Endurance Challenge At Daytona.**

BMW M Endurance Challenge At Daytona Begins 2023 IMSA Michelin Pilot
Challenge Season.

- Franciscus van Meel, CEO of BMW M acted as the Grand Marshall.
- Timo Resch, Director Sales and Marketing BMW M was the honorary starter.
- Safety Car duties performed by BMW M4 CSL
- World Premier of 2024 543 hp BMW M3 CS

Woodcliff Lake, N.J. – Jan. 28, 2023. . .BMW of North America customer race teams kicked off the Rolex 24 Hours At Daytona weekend with the 4-hour BMW M Endurance Challenge At Daytona, the first race of the 2023 IMSA Michelin Pilot Cup Challenge Series.

Four BMW Customer Racing teams represented The Ultimate Driving Machine® with five new, second-generation BMW M4 GT4 (G82) racing cars. The No. 43 Stephen Cameron Racing BMW M4 GT4, co-driven by Gregory Liefoghe and Sean Quinlan, being the top BMW finisher in 13th position. BMW drivers Robby Foley and Jens Klingmann finished 18th

in the No. 96 Turner Motorsport machine. At the end of the four-hour contest the No. 41 Ford Mustang GT4 took the checkered flag by .688 seconds over the 46-car field.

Dan Lubin, BMW of North America Motorsport Manager said, "It was a challenging day for the North American debut of the new BMW M4 GT4, but it is clear that there are more positives than negatives. I'm sure a podium is not far away."

The honorary Grand Marshal for the race was Franciscus van Meel, CEO of BMW M and the honorary starter waving the green flag to begin the race, was Timo Resch, Director Sales and Marketing BMW M while pace car duties were performed by the limited-production 2023 BMW M4 CSL.

Earlier in the day, before crowd of international media and enthusiasts, Franciscus van Meel pulled the covers off of the new limited-production BMW M3 CS. The Rolex 24 At Daytona was the perfect location for the global unveil of the 543 hp sedan.

The IMSA Michelin Pilot Challenge will return to action in March during the Twelve Hours of Sebring weekend.

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 as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 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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