



**For Release:** March 20, 2024

**Contact:** Luke Parker  
BMW of North America, LLC  
(551) 502-7379 / [luke.parker@bmwna.com](mailto:luke.parker@bmwna.com)

Phil Dilanni  
BMW of North America, LLC  
(201) 785-4555 / [phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

## **BMW's 'Ultimate Driving Experience' Returns with More Models and Activities for 2024.**

- **2024 program features a robust brand immersion experience, including professional driving instruction and new interactive product demonstrations in a full spectrum of BMW vehicles.**
- **Event to showcase the newly launched BMW 5 Series, including the first-ever 100% electric BMW i5 Sedan, along with several all-new BMW X models.**

**Woodcliff Lake, NJ – March 20, 2024...** BMW brings back its Ultimate Driving Experience tour for 2024 this week, welcoming BMW customers and enthusiasts for an immersive program led by BMW professional driving instructors and product experts. This year's tour will visit over 20 cities across the U.S., featuring a range of dynamic experiences in BMW's latest vehicles as guests explore BMW technology, performance, and safety innovations and test their skills behind the wheel.

Company  
BMW of North America, LLC

A BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
[bmwusanews.com](http://bmwusanews.com)

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

- **Autocross:** a performance driving session with professional instructors that highlights BMW driving dynamics, advanced technology, and state of the art safety features on a challenging closed course. This year's on-track experience showcases the 100% electric BMW i5 eDrive40 and BMW 540i xDrive (Ages 18+).

- **Street Tours:** New for 2024, visitors can experience multiple BMW vehicles at once while switching between models during a guided test drive with professional instructors on local roads (Ages 25+).
- **BMW Innovations:** Also new for this year, consumers will be able to engage with product experts as they discover more about BMW's commitment to sustainability and cutting-edge engineering. Guests will also learn more about electric vehicle ownership, including best practices for vehicle charging (Ages 18+).
- **Interactive Displays:** Visitors will be treated to a static display of BMW's newest product offerings accompanied by vehicle experts. The lineup includes the all-new fully electric BMW i5 Sedan and the 644-horsepower plug-in hybrid electric BMW XM Sports Activity Vehicle.

The full BMW Ultimate Driving Experience schedule, as well as more program information, can be found on [the official BMW UDE website](#). The first stop will take place in New Jersey from March 21 – 24 at MetLife Stadium. Further tour stops this year include Atlanta, Chicago, Philadelphia, Seattle, San Francisco, Dallas, and many more.

# # #

#### **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 assembles 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.

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

# # #