

# BMW Group

## U.S. Press Information

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### **BMW's 'Ultimate Driving Experience' is back for 2025 with more models and exciting new activities.**

- **The annual performance driving tour returns for its 12<sup>th</sup> year, offering professional driving instruction in BMW's growing lineup of vehicles.**
- **2025 program to feature 57 total days of driving activities in 18 major cities across the nation.**
- **The all-new 393-horsepower X3 M50 will make its debut on this year's autocross course alongside the 100% electric BMW i4 and BMW i5.**

**Woodcliff Lake, NJ – April 10, 2025...** BMW kicks off its 2025 Ultimate Driving Experience tour this week, once again hosting fans of the Ultimate Driving Machine for an engaging program led by BMW professional driving instructors and product experts. Drivers in 18 cities throughout the U.S. will have the opportunity to sharpen their skills behind the wheel of BMW's latest vehicles as they dive into BMW performance, safety, and comfort innovations.

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Guests are invited to join BMW in the following activities at this year's Ultimate Driving Experience:

- **Autocross:** BMW's newest performance Sports Activity Vehicle, the BMW X3 M50, joins the all-electric BMW i4 xDrive40 Gran Coupe and BMW i5 xDrive40 Sedan on the autocross course during this year's Ultimate Driving Experience. With expert coaching from BMW professional driving instructors, guests navigate a coned course one car at a time, competing against the clock for the fastest lap. (Age: 18+)
- **Street Tours:** Guests are encouraged to explore the full range of BMW's latest models through a guided test-drive on local roads, accompanied by a BMW professional driving

instructor. Street Tours gives consumers the opportunity to experience multiple vehicles in one session, allowing them to compare the legendary performance and style of each BMW model out on the road. (Age: 25+)

- **The Sprint:** A new dynamic closed course exercise emphasizing car control and driver skill over high-speed driving. Sprint sessions offer maximum flexibility and a wide variety of BMW models across all segments. (Age: 18+)
- **Interactive Displays:** BMW product experts will be ready to help visitors explore the Ultimate Driving Machine from every angle. The interactive vehicle display area is all about getting hands-on with cutting-edge technology while experiencing exterior and interior design details up close.

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 April 10 – 13 at MetLife Stadium. Further tour stops this year include Atlanta, Charlotte, Denver, Philadelphia, San Diego, Dallas, and many more.

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#### **BMW Group in the United States.**

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 144 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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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](http://www.bmwusanews.com) [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com)