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**BMW's Ultimate Driving Experience, a Six-City Nationwide Driving Program to Kick-Off on April 13-23 at MetLife Stadium in East Rutherford, New Jersey.**

- **Participants will Experience a Full-Range of BMW Vehicles Including Plug-In Hybrid Electric iPerformance Models and the All-New BMW 5 Series.**
- **Highlights Include: A Dynamic, Behind-the-Wheel "Ultimate Driver" Competition and A Teen Driving School Course Based on the Program Taught at the BMW Performance Centers.**
- **New "Ultimate Driver" Competition will Culminate with a Trip to the BMW Performance Center West in Thermal, CA.**

**Woodcliff Lake, NJ – April 5, 2017...** BMW is back with the Ultimate Driving Experience, a six-city nationwide driving program that will provide consumers with the opportunity to get behind the wheel and experience the full BMW lineup. Highlights of the event include a new "Ultimate Driver" competition and a BMW Teen Driving School course based on the program taught at the BMW Performance Centers in Spartanburg, SC, and Thermal, CA.

**The Ultimate Driving Experience** highlights dynamic behind-the-wheel driving programs featuring a full range of BMW vehicles, from BMW i and iPerformance vehicles to BMW M and M Performance vehicles, including the all-new BMW 5 Series. The first Ultimate Driving Experience kicks off on April 13-23, 2017, at MetLife Stadium in New Jersey. The tour will also be making the following stops:

- Los Angeles, CA, at Santa Anita Park (May 11-21);
- San Francisco, CA, at Cow Palace (August 11-17);
- Dallas, TX, at Lone Star Park (September 2-10);

- Chicago, IL, at Arlington Park (October 14-22);
- New York, NY, at Citi Field (November 2-12).

“The Ultimate Driving Experience gives drivers from across the country the opportunity to get behind the wheel of a BMW and experience firsthand why our brand is at the top of its class,” said Trudy Hardy, Vice President of Marketing, BMW of North America. “Further, drivers participating in the teen driving school, autocross or M control clinic will develop their own skills, gaining experience and confidence while learning under the guidance of our BMW Performance Center instructors.”

The Ultimate Driving Experience features immersive experiences including:

- **Autocross**, a two-hour challenging, closed-course driving program featuring the all-new BMW 5 Series. Attendees are paired with BMW's professional driving instructors for a dynamic experience that highlights advanced driving theories, defensive driving techniques and culminates in a pulse-pounding hot-lap around the track;
- **M Car Control Clinic**, an eight-hour driving school that allows drivers to get behind the wheel of the powerful BMW M3 or M4 for an adrenaline-filled day of driving with individual instruction from BMW-certified professional driving instructors from the BMW Performance Centers. Drivers will develop a sharper understanding of BMW's responsive handling and performance, while learning advanced driving theory. The M Car Control Clinic is offered for a fee of \$750 per person.
- **Street Drives** that allow for free, 20-minute, self-guided test drives of a full range of BMW vehicles.
- **Teen Driving School**, a free, fully interactive two-hour teen driving course utilizing the BMW X1 and BMW 230i. The Teen Driving School will provide an introduction to driving theory and improving driving skills through classroom instruction, driver awareness activities and hands-on driving exercises. Education about the consequences of distracted driving is a main focus, with special emphasis on texting while driving and how it affects not only teens – but everyone who drives a vehicle. Eligible drivers ages 15-20 with a valid learner's permit or driver's license can register for the school.

For the first time, BMW will also introduce the **“Ultimate Driver”** competition for drivers participating in the Autocross and M Car Control Clinics at each stop. All participating drivers will compete in a pulse-pounding, timed lap at the conclusion of their session, and the top drivers from each Ultimate Driving Experience stop will move on to the session finals to compete in an exciting event at the BMW Performance Center West track in Thermal, CA. The winner will be named The Ultimate Driver.

**For more information and to register for The BMW Ultimate Driving Experience visit: [bmwusa.com/ude](http://bmwusa.com/ude) or call 800-558-4BMW (4269).** Location and dates subject to change. Follow BMW of North America on Instagram @BMWUSA, Twitter @BMWUSA and Like BMWUSA on Facebook. Hashtag #ultimatedriver.

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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 part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 152 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 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. Information about BMW products is available to consumers via the Internet at: [www.bmwusa.com](http://www.bmwusa.com).

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