

BMW PERFORMANCE CENTER REVVED UP FOR 2004



Young driving enthusiasts now have more opportunities to tune up their skills behind the wheel with more class offerings added to the 2004 driving program at the BMW Performance Center. Located in Spartanburg, SC, the Performance Center offers driving experiences and schools for enthusiasts of all levels and abilities.

"We've expanded our classes to accommodate more participants for our one-day and two-day clinics and the extremely popular teen driving school," says Diane Nevelle, manager of driving programs and events. "With a maximum 6:1 student/instructor ratio, our customers receive individual attention from instructors as they pair up for advanced driving experiences. Participants will take on water walls, braking exercises and slippery skid pads in a safe, controlled

atmosphere where they can improve their skills and learn how to handle real-life emergency situations on our professionally-built driving course."

The BMW driving school instructors, some of whom are former race car drivers, go through rigorous training and are all certified in Munich, Germany, before they teach at the South Carolina facility, according to Nevelle.

The BMW Performance Center Driving School road course can be configured 35 different ways and uses special features not found in most driver training programs. For example, students learn how to control a vehicle on an ultra-smooth concrete skid pad, which produces a slippery surface that simulates "black ice." Accident avoidance maneuvers are taught on a water wall corridor – one of only a few in the world

– where drivers are "surprised" when obstacles suddenly "appear" in front of their moving vehicles.

An emergency braking zone gives students the opportunity to learn the relationship between speed and stopping distance and how to brake with an ABS-equipped vehicle on both wet and dry surfaces. The ABS can be turned off to teach control for those drivers that don't have ABS-equipped vehicles.

Gift certificates are also available for each driving program. For more information on the BMW Performance Center and its programs, call the Center's toll free number, 888-345-4BMW (4269).

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com

www.bmwmotorradusa.com ■



Delivering the driver's edge to teen drivers.

Traditional driver's education has focused on the skills needed to pass a driving test, with classroom lectures and some behind-the-wheel "on-the-job training." The DrivingMBA™ program goes beyond this, bringing high-tech simulators to everyday drivers.



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These components are available as a discounted package or individually:

- **Rules of the Road® DVD** : Award-winning interactive DVD tutorial for home use.
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- **Safe Young Drivers** : A book to supplement your own in-vehicle training.
- **Advanced Decision Skill Building** : The same high-end simulator used by police and other professionals to improve behind-the-wheel decision-making skills.
- **Profiler™** : Assesses your skills against a pro database (included with Advanced Decision Skill Building).
- **DUI** : Students in both simulator courses experience the negative impact upon vehicle control of driving while impaired.



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