

THIS OCTOBER, WE ARE GOING TO ROCK.

BMW
Performance
Center

bmwusa.com/pdc
1-888-345-4BMW



BMW Performance Driving School

THE BMW PERFORMANCE CENTER x MAR FLY AND DRIVE EXPERIENCE SATURDAY & SUNDAY | OCTOBER 8 & 9 | THERMAL, CA



COME DRIVE, PLAY, SHOP AND NOSH AT THE VIP PARTY YOU DON'T WANT TO MISS, ONLY AT THE BMW PERFORMANCE DRIVING SCHOOL!

During the weekend of Coachella Valley's greatest music festival, we'll also be rocking over at The BMW Performance Center West. Our outdoor space will be made into an exhilarating, interactive experience. Get behind the wheel of our high-performance M vehicles in multiple adrenaline-pumping driving challenges. Guests will enjoy the dynamic SICKY eyewear music stage, The MODERNICA lounge, LULU eclectic tapas menu, Palm Springs Life media station, Babe's brewery and wine gardens, The Urban Art Group CAL gallery together with unseen chosen photos featuring performers of the weekend by ICONIC IMAGES legendary photographer Terry O'Neill, selected pop-up shops & beauty bar, and a live art activation by contemporary LA-based artist, MAR. BMW Performance Center is ideally located next to the Jacqueline Cochran private airport and the Empire Polo Field. BMW will provide shuttles to the festival grounds.



VIEW THE THERMAL VIDEO

For only \$199, enjoy the entire experience! Bringing a friend who doesn't wish to drive? We are offering a \$250 two ticket special for one driver and one non-driving guest.

Choose from one of these event sessions:

- Saturday 11am-1:30pm or 1:30pm-4:00pm
- Sunday 11am-1:30pm or 1:30pm-4:00pm

Call 888-345-4BMW to make your reservation for this unique event today. For more information visit BMWPCxMAR.com

