

BMW M Experience. Indianapolis 2011.



BMW M



Sheer
Driving Pleasure

BMW M Experience.

Moto GP Indianapolis, August 26th-28th.



BMW M Experience. Index.



Background IMS, BMW M and MotoGP.
MotoGP in Indianapolis 2011.

Special M Event for the Americas:

- Highlights.
- Locations.
- Map of locations.
- M Lounge.
- Guided box and paddock tour.
- Track use on Friday: hot laps, pace car laps.
- Track use on Saturday: M laps.
- M5 Reveal Garage.
- IMS Hall of Fame

Accommodation.

- Arrival and show starter

Restaurants.

- Welcome drink at the Capital Grille
- Oceanaire Seafood Room.
- Saint Elmo's Steak House.

Welcome Package.

Agenda.

BMW M and MotoGP. Ultimate Driving Machines.

Indianapolis Motor Speedway (IMS)

- ▶ The IMS is celebrating over 100 years of leadership in motorsports entertainment.
- ▶ After a 99-year absence motorcycle racing returned to the venerable racetrack with the Red Bull Indianapolis GP featuring the MotoGP World Championship in 2008.



BMW M and MotoGP

- ▶ Since 1999 BMW has built a close and prosperous partnership with the world's leading motorcycle series: MotoGP. With BMW M in the lead until 2016, a whole new spirit has been introduced to this cooperation.
- ▶ MotoGP is an enormous communication platform with 300m TV viewers worldwide per race and up to 260.000 visitors on-site.
- ▶ The BMW M Safety Car fleet is a vital part of the MotoGP race action and a visible and credible testament to the performance of BMW M technology.
- ▶ At the end of each season, the best MotoGP rider of all qualifying sessions is awarded with a BMW M performance product (2011: 1 Series M Coupé).
- ▶ BMW M offers exclusive packages to take an exclusive, firsthand look behind the scenes of MotoGP.



BMW M Experience.

Moto GP Indianapolis, August 26th-28th.



IMS Facts & Figures

Length: 4,216 km. / 2.620 miles
Width: 16m
Left corners: 10
Right corners: 6
Longest straight: 872 m. / 0,542 miles
Constructed: 1909
Modified: 2007

Track layout



BMW M Experience Indianapolis.

Overview.

Concept: An exclusive group of **50 selected BMW guests from North and South America** is invited to celebrate the presentation of the **new BMW M5** within the framework of the Indianapolis **MotoGP race weekend**, taking advantage of the motorsport engagement of BMW M to create a once-in-a-lifetime experience at the world's premier Road Racing World Championship.

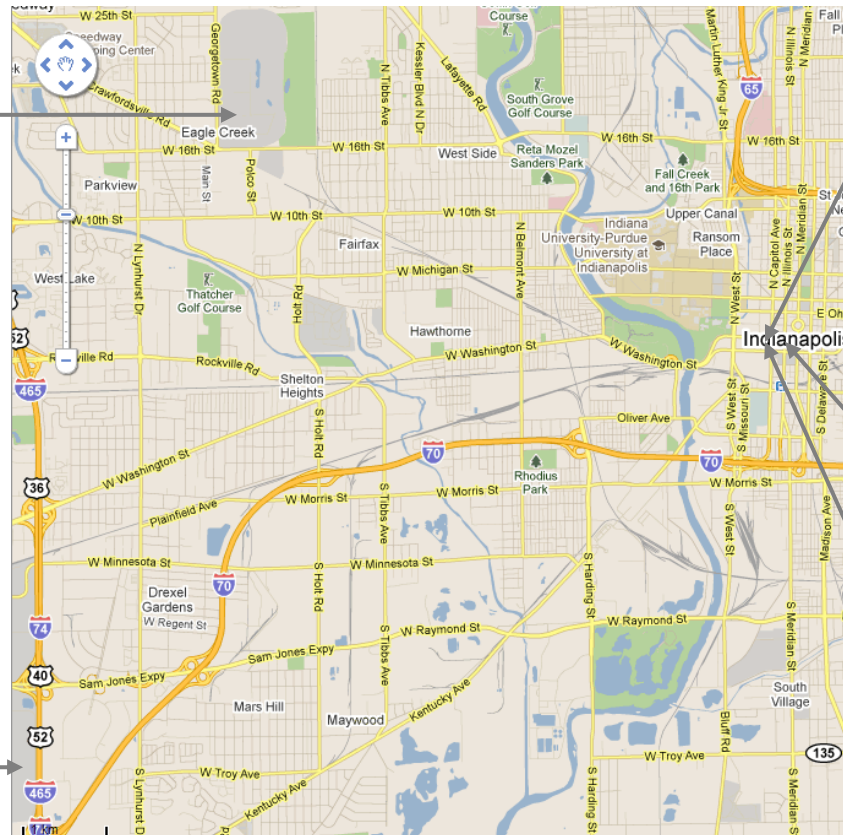
Date: August 26th – 28th, 2011

Content:

- ▶ VIP treatment during the Moto GP weekend, including Paddock Passes.
- ▶ Sneak view behind the MotoGP scene with special tour guide and expert Randy Mamola.
- ▶ Presentation of the new M5 with M executives sharing their expertise.
- ▶ Experience the spectacular MotoGP race action with special guest Kevin Schwantz in the M-Lounge.
- ▶ Hot laps in M Safety Cars
- ▶ Hot laps in M models with instructors from the BMW Performance School
- ▶ Exclusive visit of the Indianapolis Hall of Fame Museum.
- ▶ High-end accommodation and restaurants round off the unforgettable weekend in an M environment.
- ▶ Share your passion with M fans from the Americas
- ▶ Look forward to more surprises!

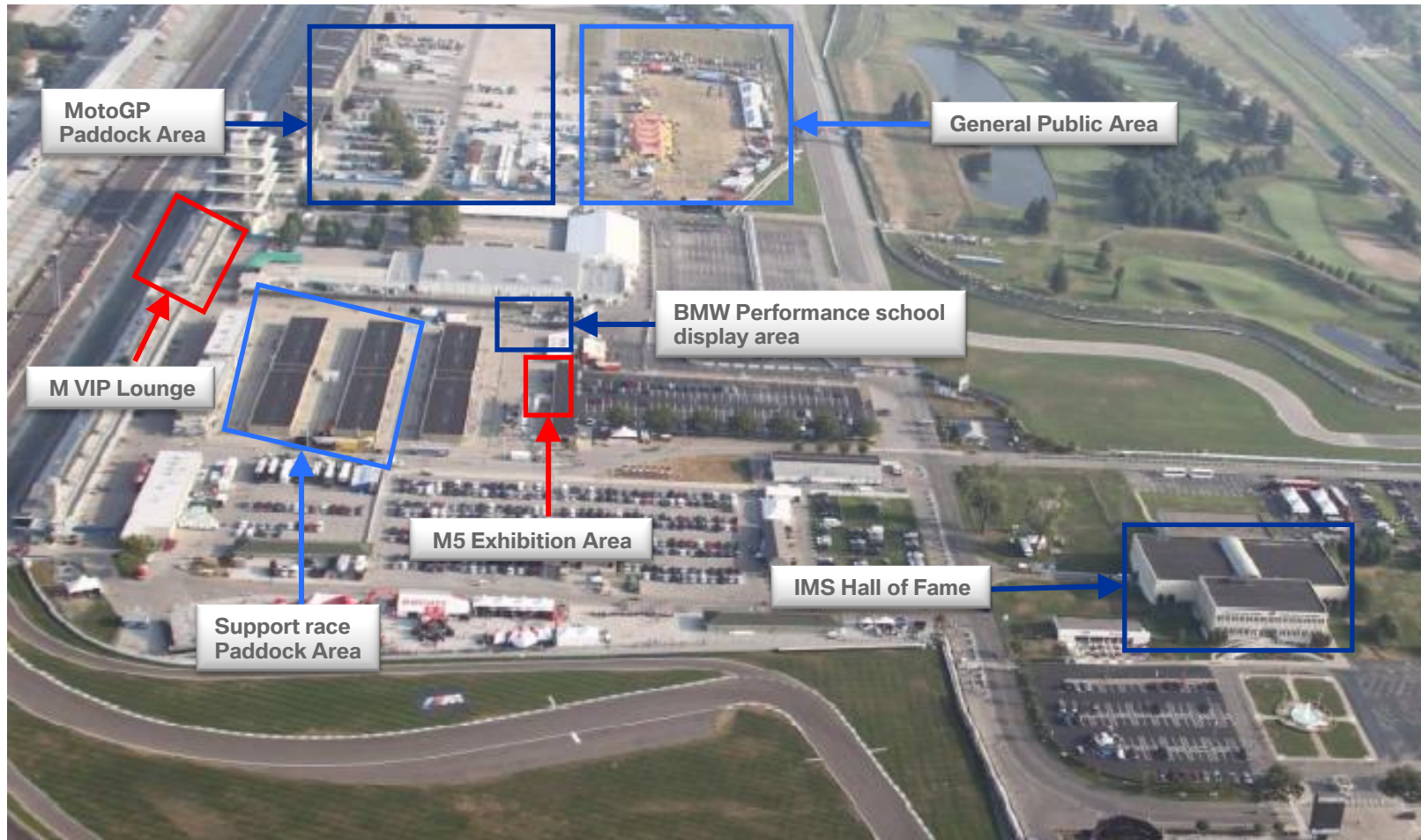
Total costs: 1.450,00€ net per guest (excluding travel costs).

Registrations will be handled on a first come, first served basis if the feedback is higher than planned.



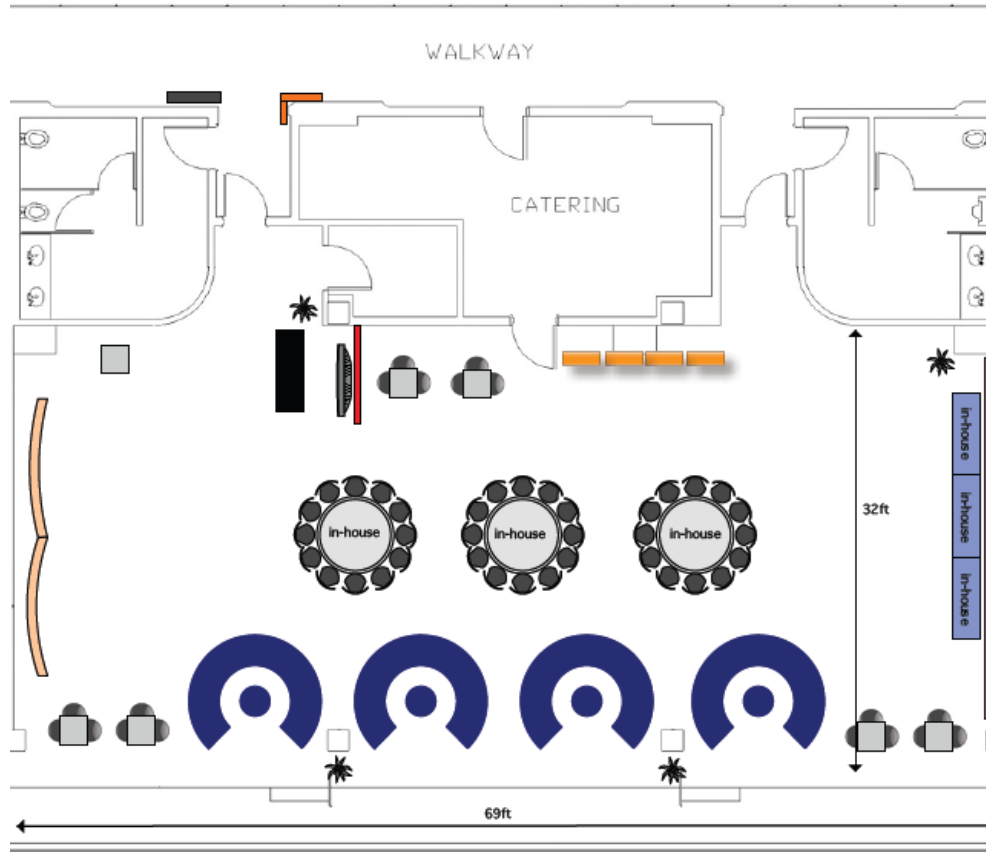
BMW M Experience Indianapolis. Locations on-site.

Map of locations on the IMS



BMW M Experience Indianapolis. M VIP Lounge.

Special guests: Kevin Schwantz and Randy Mamola



- ▶ Kevin Schwantz is an American former World Champion motorcycle road racer during the late 1980s and early 1990s. He was hugely popular for his aggressive, all-or-nothing riding style.
- ▶ Randy Mamola is a former Grand Prix motorcycle road racer. He is official BMW M brand ambassador.

BMW M Experience Indianapolis.

Guided box and paddock tour.

Guided by Randy Mamola and Alex Hofmann



Alex Hoffmann, former German Grand Prix motorcycle road racer and BMW M brand ambassador, will give a guided tour through the paddock, sharing his expert knowledge with the guests.



BMW M Experience Indianapolis.

Exclusive track use: hot laps and pace car laps.

Pace car laps and hot laps (Friday)



- ▶ For one hour, 10 guests, who arrive early on Friday, will experience a privilege most people only dream about: a combination of both pace car laps and hot laps with BMW M vehicles (M safety cars and regular M production models) under the guidance of BMW Performance School instructors - on the private Indianapolis speedway.
- ▶ Make sure you bring your camera with you!

BMW M Experience Indianapolis. Hot Laps.

Hot Laps in M safety cars and M production models. (Saturday)



- ▶ BMW Performance School instructors will introduce guests to the safety and security procedures of the IMS.
- ▶ Track activities: After the MotoGP qualifying, BMW M offers you a ride in an M Safety Car to enjoy the unforgettable thrill of experiencing a hot lap around the speedway.
- ▶ Besides three M safety cars (including the 1M), there will be three BMW Performance School M vehicles.

BMW M Experience Indianapolis.

New M5 Unveiling with M Executives.



- ▶ Located only 5 minutes from the M Lounge, the exhibition of the new M5 will be the highlight of this event.
- ▶ Guests will have the chance to experience an exclusive sneak preview of the new M5.

BMW M Experience Indianapolis. IMS Hall of Fame.

IMS Hall of Fame Museum



- ▶ Hosting the memories associated with the “Greatest Spectacle in Racing”, the Indianapolis Motor Speedway Hall of Fame Museum is located on the grounds of one of the most famous race tracks in the world. It is intrinsically linked to the Indianapolis 500, but also includes exhibits reflecting other forms of motorsports, passenger cars and general automotive history.
- ▶ On Sunday morning, the museum will open it’s doors exclusively for BMW M’s guests.
- ▶ IMS Historian Donald Davidson will answer any questions as well as inform attendees of interesting facts about IMS and the HOFM.
- ▶ Distance to BMW M Lounge: 10 min by foot.
- ▶ Address: 4790 West 16th Street, Indianapolis, IN 46222.

BMW M Experience Indianapolis. Accommodation.

Conrad Indianapolis Hotel.



- ▶ The Conrad Indianapolis opened its doors in March 2006, and has since played an integral role in providing luxury options for the Indianapolis community. It is ranked #1 among the Hilton Luxury Portfolio.
- ▶ The 23-story tower boasts 241 guest rooms, 15,000 square feet of state-of-the-art meeting space, a rejuvenating wellness center with a state-of-the-art fitness centre and pool, and two entrancing restaurants.
- ▶ Check-in will be made exceptionally swift and personalized as the VIP M Experience concierge will meet guests at the M welcome desk as they arrive at the hotel.
- ▶ Address: 50 West Washington Street, Indianapolis, IN

BMW M Experience Indianapolis. Welcome drink at the Capital Grille.

Dinner Friday, August 26th.



- ▶ Dubbed by The Miami Herald as “a culinary theme park full of dark wood, stuffed game heads, cigars, high-end drinks, wines and dry aged steaks”, the Capital Grille’s mission is to surround you with the very best.
- ▶ Their award-winning wine list, which includes over 350 of the finest varietals from France, Italy, Germany, South America and the United States, is sure to please the most discriminating palate.
- ▶ The Capital Grille is in the same building as the Conrad Hotel.
- ▶ Address: 40 W Washington St, Indianapolis, IN 46204

BMW M Experience Indianapolis. St. Elmo's Steakhouse

Dinner Saturday, August 27th.



- ▶ A restaurant full of pride, St. Elmo Steak House has been a landmark in downtown Indianapolis since 1902. It is the oldest Indianapolis steakhouse in its original location, and has earned a national reputation for its excellent steaks, seafood, chops and professional service.
- ▶ St. Elmo Steak House has one of the Midwest's most extensive wine collections housing several thousand domestic and imported wines. Only wines from superior vineyards are stocked for selection.
- ▶ Located in walking distance from the hotel.
- ▶ **Address:** 127 South Illinois Street, Indianapolis, IN. www.stelmos.com/home.html

BMW M Experience Indianapolis. Welcome Package.

BMW M Vest



BMW M Lanyard



BMW M Polo



BMW M Cap



BMW M Experience Indianapolis.

Agenda.

Friday, August 26th	
afternoon	Individual arrival of guests at the airport – Shuttle transfer to the Conrad Hotel
7:30 pm	Get together in the hotel lobby and welcome reception by BMW M
7:45 pm	Surprise
8:30 pm	Dinner at Oceanaire Seafood Restaurant
Subject to change	

BMW M Experience Indianapolis.

Agenda.

Saturday, August 27th	
9:00 am	Shuttle transfer to the racetrack
9:45 am	Welcoming in the BMW M Lounge* and Meet&Greet with special guest Randy Mamola
10:00 am – 1:00 pm	Guided tours through the paddock area , the Ducati 2 –seater box and the pit lane
1:00 pm – 1:55 pm	Lunch in the BMW M Lounge
1:55 pm – 2.55 pm	MotoGP Qualifying Practice
3:10 pm – 3:55 pm	Moto2 Qualifying Practice
4:00 pm – 5:30 pm	Presentation of the BMW M5
5:50 pm – 6:50 pm	BMW M Safety Car Hot Laps
7:00 pm	Shuttle transfer to the hotel
7.30 pm – 8:15 pm	Refreshment time
8:15 pm	Get together in the hotel lobby
8:30 pm	Dinner at St. Elmo Steak House
*Full catering available	
Subject to change	

BMW M Experience Indianapolis.

Agenda.

Sunday, August 28th	
10:00 am – 10:30 am	Shuttle transfer to the IMS Hall of Fame
10:30 am – 11:30 am	Guided tour through IMS Hall of Fame by IMS Historian Donald Davidson
11:30 am – 11:45 am	Walk to the BMW M Lounge*
11:45 am	Welcoming in the BMW M Lounge by Kevin Schwantz who will comment the races
12:00 pm	Start of 125cc race (23 laps)
12:15 pm – 1:15 pm	Lunch in the BMW M Lounge
1:15 pm – 3:00 pm	Start of Moto2 race (26 laps)
3:00 pm – 4:00 pm	Start of MotoGP race (28 laps)
4:00 pm	Farewell by BMW M in the BMW M Lounge
As of 4:30 pm	Shuttle transfer to the Airport
*Full catering available	
Subject to change	

BMW M Experience Indianapolis.

Thank you.

