

# BMW M POWER EXPERIENCE 2014.

## ISTANBUL, TURKEY.



BMW M Power  
Experience 2014



Sheer  
Driving Pleasure





Enjoy the excitement surrounding the BMW M brand and the all-new BMW M3 and BMW M4, whose automotive engineering has captured attention around the globe.

At the vertex of Asia and Europe lies Turkey's world-renowned race track 'Istanbul Park'. Experience the BMW M3 and BMW M4 in challenging turns and thrilling straightaways while it responds like nothing you have ever felt before. Off the race track, you will have the chance to discover this pulsating metropolis. Istanbul offers the perfect balance of two worlds - traditions and trends, fashion and mosques, palaces and parties.

Simply the perfect backdrop on which to experience this remarkable icon.

**Welcome to the  
BMW M POWER EXPERIENCE 2014.**





# THE LAUNCH PAD.

## ISTANBUL.

Istanbul, Turkey's largest city, brings together a culture rich in history and tradition with a vibrant young lifestyle that is blending and modernizing the link between Europe and Asia.

Well-known as a tourist destination with world class cultural attractions such as the Hagia Sophia or the Bosphorus Bridge, Istanbul has become an international hot-spot with its unique fashion, music and art scene growing faster than any other city in Europe. Istanbul sets the perfect scene for an once-in-a-lifetime experience for every guest of the BMW M Power Experience 2014.



# SHIFT GEARS.

## DAY 1.

Upon arrival you will be transferred from Istanbul Atatürk Airport to the stylish and luxurious W Hotel Istanbul, located in the heart of this incredible metropolis. An optional leisure program to discover Istanbul, followed by an evening get-together in one of Istanbul's coolest locations, offers a glimpse into the next days.



## DAY 2.

As a driving participant you will spend an exciting day behind the wheel of the all-new BMW M3 and BMW M4 at Istanbul Park - one of the world's most challenging race tracks.

This rush of adrenaline will be followed by a special dinner in a very exclusive setting. Vibrant and fascinating - an evening in Istanbul like no other.

## DAY 3.

On your last day in Istanbul enjoy a leisure program offering scenic outings to local historic and cultural sights before being transferred to Istanbul Atatürk Airport for your return flight.



A promotional image for the BMW M3 and M4. The scene is set at a racetrack during sunset or sunrise. A driver in a white racing suit and helmet stands on the left, adjusting their helmet. In the center, a yellow BMW M3 is parked, facing the viewer. To its right, a blue BMW M4 is partially visible. The background shows the grandstands of the Istanbul Park Circuit. The sky is a mix of blue and orange from the low sun.

# /// EXPERIENCE THE ALL-NEW BMW M3 AND BMW M4.

## ISTANBUL PARK CIRCUIT.

The 'Istanbul Otodrom', as it is known within Turkey, was originally opened in 2005 and features 5.338 km (3.317 mi) of some of the most challenging twists and turns of any race track in the world.

Built by famous racing circuit designer Hermann Tilke, Istanbul Park Circuit has over 14 corners including the fast sweeping turn 8, nicknamed 'Diabolica'. Reminiscent of one of the multi-apex sections of the old Nürburgring, and sometimes compared to such legendary corners as Eau Rouge (Circuit de Spa-Francorchamps) and 130R (Suzuka Circuit), Istanbul Park Circuit offers the perfect conditions for experiencing the all-new BMW M3 and BMW M4 on the track.



# THE BLUEPRINT OF SHEER DRIVING PLEASURE.

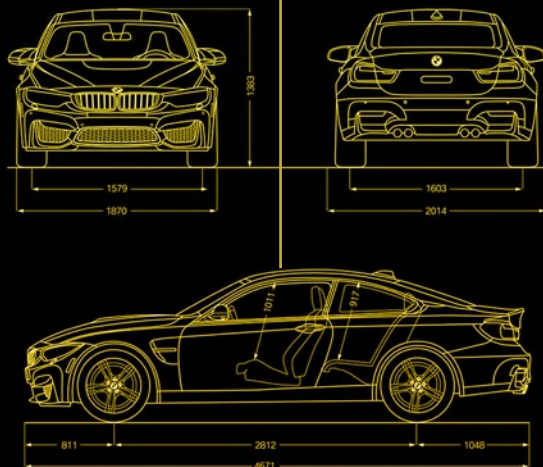
## THE ALL-NEW BMW M4.

### Performance.

Top speed in km/h	250 [280]
Acceleration 0–100 km/h in s	4.3 [4.1]

### Engine.

Cylinders/valves	6 / 4
Capacity in ccm	2,979
Stroke/bore in mm	89.6 / 84.0
Max. output in kW (hp) at 1/min	317 [431] / 5,500–7,300
Max. torque in Nm at 1/min	550 / 1,850–5,500





BE OUR GUEST.

#### **W HOTEL ISTANBUL.**

Individual design, unmatched luxury and perfect service: Welcome to the W Istanbul! This world renowned hotel is a modern centrepiece - a glittering tower amidst gilded domes and spires. Dynamic nightline and chic shopping here - old city charm and monuments there.

Live like a king in the W rendition of an opulent palace for modern day explorers – rooms with Wi-Fi, flat screen TVs, the signature W bed and a whimsical harem of stylish luxuries. Look forward to the unique atmosphere of this fashionable and stylish hotel as you will be spoiled by a level of service unmatched anywhere.





## SECURE YOUR TICKET FOR THE BMW M POWER EXPERIENCE 2014 IN ISTANBUL.

### **EVENT PERIOD.**

May 18th - June 17th, 2014.

### **TICKET PRICE.**

3,175 EUR (incl. 18% Turkish VAT) for main driver ticket.

2,825 EUR (incl. 18% Turkish VAT) for accompanying driver ticket.\*

2,115 EUR (incl. 18% Turkish VAT) for accompanying non-driver ticket.\*

Contact your local BMW dealer or the BMW M Power Experience Team.

### **CONTACT.**

BMW M Power Experience Hotline

+1 416 619 0702

[info@mpowerexperience.com](mailto:info@mpowerexperience.com)

[www.mpowerexperience.com](http://www.mpowerexperience.com)

### **IMPORTANT INFORMATION.**

The costs, organization and booking of arrival and departure to and from Istanbul Atatürk Airport must be covered by the participants themselves. Active-driving participants must be 21 years of age or older and carry a valid national and international driving license. \*Accompanying guests (driver and non-driver) share a room with a guest holding a main driver ticket.