



BMW PERFORMANCE CENTER

For BMW's consumers to truly understand the performance and driving capabilities of their vehicles, EventLink invited them to experience driving a BMW on a racetrack. We made a lasting impression, keeping current owners in the BMW family and prospects wanting to become a part of it.

SERVICES

- Track selection/development
- Curriculum planning
- Securing driving instructors
- Facility oversight and track management
- Corporate sales and event management
- Hospitality management

13,000

CUSTOMERS ANNUALLY