



# BMW ULTIMATE DRIVING EXPERIENCE

With a consistent approach and proven methodology with traveling driving tours, EventLink created product trials in major-metro markets across the U.S. These trials proved valuable in securing the best market locations for the 9-day event, 9-city tour, which drew over 30,000 consumers per location.

## SERVICES

- Event Set Up and Tear Down
- Staff Recruitment Training and Management
- Transportation Management of Vehicles
- Course Design Creation
- Product Engagement Development
- Facility Oversight and Track Management

23,897

TEST DRIVES

11,120

LEADS COLLECTED