



DESERT JET PARTNERS WITH BMW PERFORMANCE CENTER WEST

News / Business aviation



Desert Jet announced an exclusive collaborative partnership with the BMW Performance Center West (BMW PCW). The collaboration enables visiting pilots and their passengers who utilize the executive FBO facility, Desert Jet Center, at the Jacqueline Cochran Regional Airport (KTRM) in Thermal, an opportunity to discover the unique driving experience just minutes away. Likewise, executives and individuals flying into the area to get behind the wheel of the Ultimate Driving Machine® begin their ultimate experience when they land at our executive FBO.

“We are looking forward to our partnership with Desert Jet to see their customers and crew members go from flying right over our track, to behind the wheel of a BMW M vehicle,” said Matt Misko, Operations Manager at the BMW Performance Center West. “If you have ever wanted to experience a real BMW M race car first-hand or learn how to do those cool film stunt driving moves in MINI John Cooper Works or even learn or improve on your car handling skills then the BMW Performance Center West in Thermal, CA is the only destination for you.”

The BMW PCW joins a list of select partnerships Desert Jet has developed to provide their clientele with the opportunity to access distinctive clubs, events, and experiences in the Greater Palm Springs and Coachella Valley area.

"We are thrilled with our partnership with the BMW Performance Center West," said Jared Fox, CEO of Desert Jet. "Our ability to co-brand delivers an ultimate driving and flying experience to our shared client base traveling to the Coachella Valley. We look forward to developing more unique opportunities that benefit our clientele, partner, and Desert Jet."

To launch their exclusive collaborative partnership, Desert Jet and BMW PCW raffled a two-hour driving experience at the racetrack. The raffle winner recently announced was a visiting pilot of a charter company.



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