



Media Information

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## **BMW is official car for the HSBC Women's Champions 2010.**

**Singapore.** BMW Asia today announced its sponsorship of the third edition of the HSBC Women's Champions 2010, the premier women's golf tournament in Asia. The tournament will see the participation of top notch golfers from around the world, including the likes of Ai Miyazato, Michelle Wie, Paula Creamer, Jiyai Shin and Lorena Ochoa.

"Golf is one of the three core sports of BMW, and we have a strong connection with the sport since our first professional golf tournament sponsorship in 1989. BMW supports golf tournaments around the world, from the amateur level to the pinnacle professional tours," said Mr Johannes Seibert, Managing Director of BMW Group Asia. "The HSBC Women's Champions is one of the most prominent professional golfing events on the LPGA calendar, and BMW Asia looks forward to being a major contributor to the tournament's success and continued growth."

As part of the sponsorship, BMW Asia will be providing a fleet of BMW cars for the players and visiting VIPs. The fleet will mainly comprise of the BMW X Models, namely the BMW X3, BMW X5 and the BMW X6.

"Our BMW fleet will provide a comfortable, safe and luxurious ride for the players and VIPs attending the tournament. Additionally, the sporty BMW X Models are a good match to the competitive tournament excitement that is brought by the world-class players who will be competing for the 'Champion of Champions' title," added Mr Seibert.

In conjunction with the sponsorship of the HSBC Women's Champions 2010, authorized BMW distributor Performance Motors will host JoyFest at Sime Darby Performance Centre at 303 Alexandra Road on Saturday, February 27, 2010. This golf themed event will feature innovative and fun activities -- including a 9-hole mini-golf challenge right at the BMW showroom. Guests can compete for BMW premiums and other exciting prizes.

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# **BMW Group**

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#### **About BMW Group Asia**

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the Asia and Pacific region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

For more information: [www.bmwasia.com](http://www.bmwasia.com)

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