

Media Information

May 20, 2015

## **BMW Golf Cup International 2015 Indonesia.**

**Exclusively for BMW owners, the largest amateur golf tournament in the world.**

**Jakarta.** BMW Indonesia today hosted a qualifying round of the BMW Golf Cup International 2015. More than 144 players participated in this event which was held at the Royale Jakarta Golf Club. This qualifying round was generously supported by Samsung.

With around 100,000 amateur golfers, who are also BMW owners, from more than 40 countries participating, the BMW Golf Cup International is the world's most renowned and largest international tournament series for amateurs. The competition also highlights the commitment of BMW Golfsport, which has seen BMW develop into one of the most reliable corporate golf partners in the world. The BMW Golf Cup International was first launched in England in 1982, when BMW staged the inaugural BMW Invitation Tournament.

BMW is one of the world's major supporters of golf. For more than 30 years, BMW has been associated with this exhilarating and absorbing sport. The BMW Golf Cup International continues to attract players from around the world who are passionate about both the BMW brand as well as the sport itself. "We were delighted to invite our cherished Indonesian customers to participate in this prestigious golfing event," said Karen Lim, President Director of BMW Group Indonesia. "The BMW Golf Cup International 2015 qualifying round in Indonesia was held to provide an unmatched and unforgettable experience for all participants as well as to give Indonesian amateur golfers the chance to compete in the world tournament," added Karen.

**Company**

PT. BMW Indonesia

A BMW Group Company

**Office Address**

The Plaza 21st Floor  
Jl. M.H. Thamrin Kav 28-30  
Jakarta 10350  
Indonesia

**Telephone**

+62 21 2992 3000  
+62 21 2992 3009

**Fax**

+62 21 2992 3333

**Website**

[www.bmw.co.id](http://www.bmw.co.id)

### **A chance to participate in the BMW Golf Cup International World Final 2015.**

The three winners – the first and second best Men's Gross score and the Ladies flight champion - are entitled to an all-expenses paid trip from BMW Indonesia to take part in the BMW Golf Cup International World Final 2015. At this tournament, these Indonesian golfers will go head-to-head with the best amateur players from all around the world.

In addition to the opportunity of participating in the BMW Golf Cup International World Final 2015, participants also stood the chance of winning the exceptional hole-in-one prizes of an all-new BMW X4 and a new BMW 4 Series Gran Coupé. These hole-in-one prizes certainly played a role in raising the tension and excitement of the tournament to a higher level.

### **Hole-in-one and Lucky Draw Prizes.**

**The all-new BMW X4** offers the premium mid-size segment its first taste of the Sports Activity Coupé concept. Visually, this vehicle combines to perfection the powerful character of a Sports Activity Vehicle (SAV) with the elegant design of a classical coupe. **The all-new BMW X4 xDrive28i xLine** comes with a 245 hp turbocharged four-cylinder engine, which teams up with an eight-speed Steptronic transmission to produce peak torque of 350 Nm and a sprint from 0 to 100 km/h which is over in a mere 6.4 seconds. Its average fuel consumption in the EU test cycle is considered efficient at only 14.3 kilometres per litre, while its CO<sup>2</sup> emissions of 162 grams per kilometre are similarly low.

**Meanwhile, the new BMW 4 Series Gran Coupé** also showcases elegant and dynamic design features, giving it an inevitably luxurious appearance. The number “4” of this new model heralds a new era for elegant coupé design and also emphasizes its increased power, sporty character and innovative technology. **The new BMW 4 Series Gran Coupé** is the perfect representation of the BMW design philosophy, assuring Sheer Driving Pleasure for all those who have the fortune to take its wheel. **The new BMW 428i Gran Coupé** also comes with the M Sport package. BMW never fails to impress thanks to its remarkable performance and styling, and the M Sport package shines a particularly bright spotlight on its outstanding dynamic qualities.

Furthermore, at this occasion BMW Indonesia also held a lucky draw in which one fortunate person won a VIP package to the 2015 BMW Masters. This illustrious tournament will take place at the Lake Malaren Golf Club in Shanghai from November 12 to 15, 2015. This VIP package comprises a return air ticket in business class for one person, accommodation for 3 nights in the 5-star hotel which is serving as the official partner of the 2015 BMW Masters, access to a convenient shuttle service, as well as a VIP hospitality ticket. Last but not least, most enticing is the opportunity to attend a VIP Golf Clinic run by a professional golfer.

### **The BMW Golf Cup International World Final 2014.**

The BMW Golf Cup International World Final 2014 was held from March 2 to 7, 2015 at the exclusive New South Wales Golf Club. This golf club is located on the Tasmanian Sea coast and is surrounded by water on three sides. Swirling gusts of winds and small greens make the “La Perouse” course a unique challenge, while the location itself offers spectacular views.

The World Final of the BMW Golf Cup International 2014 was far more than just another golf tournament. Together with their companions, the world finalists also got the chance to experience a remarkable itinerary, including a variety of exclusive events. It all kicked off with a Welcome Dinner, replete with a splendid view of the world-famous Sydney Opera House and harbour bridge, and ended with a Gala Dinner in the company of Colin Montgomerie. This Scottish golfing legend, who won the “European Tour Order of Merit” a record eight times, had thrilled the World Finalists beforehand with his skills while leading an exclusive golf clinic.

100,000 players from 43 countries all over the world first vied to compete in the World Final through a series of local qualifying rounds. The World Final itself saw one of its three individual titles up for grabs go to China’s Jiang Fangxi (105 net points) in the Ladies category. Meanwhile, in the Men’s competition, victory went to Thailand’s Yukol Yingyongkij (Men A, 106 net points) and Arjun Khanna of the United Arab Emirates (Men B, 100 net points). A memorable week on the world’s fifth biggest continent for the 116 participants from 43 different countries drew to a close with the Gala Dinner, at which Colin Montgomerie and Marc-Heinrich Werner, Chief Executive Officer BMW Group Australia, presented trophies to all the winners.

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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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### **BMW Group Indonesia**

BMW Group Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia. BMW Indonesia Group activities cover the wholesale of BMW and MINI vehicles, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 18 new-car dealers and 5 BMW Premium Selection facilities spread out in various cities in Indonesia. Selected models of the BMW 3 Series, BMW 5 Series, BMW X1, BMW X3, and BMW X5 are assembled in Indonesia by a local partner.

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### **For further information please contact:**

Corporate Communications Department

Jodie O'tania

Tel: +62 -21- 2992 3000 ext 21732

Mobile: +62-8111534962

Email: [jodie.otania@bmw.co.id](mailto:jodie.otania@bmw.co.id)

Alia Hadju

Tel: +62-21-2992 3000 ext 21724

Mobile: +62-812 853 222 53

Email: [alia.hadju@bmw.co.id](mailto:alia.hadju@bmw.co.id)

## 1. Specifications of the all-new BMW X4 Series.

<b>BMW X4 xDrive28i xLine</b>	
4-cylinder in-line petrol engine with BMW TwinPower Turbo technology (twin-scroll turbocharger, direct injection, VALVETRONIC). 8-speed Steptronic Automatic Sports Transmission.	
Engine capacity	1,997 cc
Maximum output	245 hp from 5,000 – 6,500 rpm
Maximum torque	350 Nm from 1,250 – 4,800 rpm
Acceleration	0-100 km/hour in 6.4 seconds
Top speed	235 km/hour
Average fuel consumption (ECE cycle)	14.3 km/liter
Combined CO <sup>2</sup> emissions to the EU standard	162g/km, emissions standard: EU5
Price	Rp 1,109,000,000,- (off-the-road)

## 2. Specifications of the new BMW 4 Series Gran Coupé.

<b>BMW 428i Gran Coupé M Sport</b>	
4-cylinder in-line petrol engine with BMW TwinPower Turbo technology (twin-scroll turbocharger, High Precision Direct Injection, Double-Vanos variable camshaft control and VALVETRONIC)	
Engine capacity	1997 cc
Maximum output	245 hp from 5,000-6,500rpm
Maximum torque	350 Nm from 1,250-4,800 rpm
Acceleration	0-100 km/hour in 6.1 seconds
Top speed	250 km/hour
Average fuel consumption (to the EU standard)	15.6. km/liter
Combined CO <sup>2</sup> emissions to the EU standard	149 g/km, emissions standard: EU5
Price	Rp 999,000,000,- (off-the-road)