

## Media Information

# BMW Asia and Singapore Polo Club kick off year-long brand partnership.

**SINGAPORE.** BMW Asia and the Singapore Polo Club kicked off a one year brand partnership at the SEA Games Exhibition on 13 May 2017, building on the successful partnership in 2016. BMW will be the Official Car Partner for another four events throughout the next 12 months and will hold the title of Team Sponsor and Title Sponsor for select events.

Polo is synonymous with sophistication, style and dynamics, which fits well with the premium, stylish and dynamic driving experience that BMW is renowned for. Additionally, the synergy of controlled speed, passion and highly-developed skills shared by BMW's fleet of dynamic cars and top-rated polo players combine to make the partnership a perfect match.

"We are always on the lookout to be associated with premium sports aligned with the BMW brand, the image it portrays and its target audience. While our partnership with the Singapore Polo Club is the first for BMW Asia, Polo sponsorships are not new to BMW in other parts of the world. The longest and most renowned tie-up is the collaboration with the South African Polo Association which began in 1989," said Sonja Piontek, Director of Marketing, BMW Asia. "With a heritage as refined and distinctive as BMW itself, polo is perfectly aligned with the core values of the BMW brand."

"After our successful partnership in 2016 with the first ever BMW Singapore Beach Polo Championship, we were excited to continue our relationship with BMW Asia," said, Mr Satinder Garcha, President, Singapore Polo Club. "We look forward to working closely with BMW Asia throughout the next year as we aim to bring even more energy and excitement to polo enthusiasts in Singapore."

## Upcoming events

### 2017

11 – 16 Jul	Singapore Open (Team Sponsor and Official Car Partner)
26 Sep – 1 Oct	Women's International (Team Sponsor and Official Car Partner)
28 – 29 Oct	Gold Cup (Title Sponsor and Official Car Partner)

### 2018

30 Mar – 1 Apr	BMW Singapore Beach Polo Championship 2017 (Title Sponsor and Official Car Partner)
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In 2016, BMW Asia was the Title sponsor and Official Car Partner for the inaugural Singapore Beach Polo Championship 2016 and the Presenting Sponsor and Official Car Partner for the Singapore Polo Club Gold Cup and Women's International.

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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**About the Singapore Polo Club**

The Singapore Polo Club is one of the oldest sporting and social clubs in Singapore. Founded in 1886, it is the oldest Polo club in South East Asia and the second oldest in the world after the Calcutta Polo Club. The club had three prior homes before it moved to its present location in 1941.

Today, the Singapore Polo Club remains committed to its original charter – providing members with the facilities to both play and enjoy polo.

The club has evolved to now include other equestrian disciplines and recreational riding as well as providing other sporting and social amenities. It is now recognized as the premier equestrian lifestyle club in Singapore and one of the top facilities of its kind in South-East Asia.

The polo season runs from March to July and then again from September to November, within which a number of high profile events are hosted with local and visiting players from overseas. To mark the 135th Anniversary of the club in 2016, the inaugural BMW Beach Polo Championship was hosted in Sentosa, with the view of extending the reach of the game beyond the walls of the Mount Pleasant Rd establishment.

[www.singaporepoloclub.org](http://www.singaporepoloclub.org)

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