

**Media Information**

20 September 2021

## **BMW Golf Cup National Final 2021 returns for its 15<sup>th</sup> year in Singapore.**

**Singapore.** BMW Asia, Performance Motors Limited (PML) and Performance Munich Autos (PMA) were proud to host the highly anticipated BMW Golf Cup National Final on 16 and 17 September 2021 at Tampines Course, Tanah Merah Country Club. After a one-year hiatus, more than two hundred PML and PMA customers participated in the social play and tournament days<sup>1</sup>.

“The BMW Golf Cup National Final has always been about our customers. It’s an opportunity for them to network with peers and put their golfing skills to the test,” said Mr. Arnt Bayer, Managing Director, Performance Motors Limited and Performance Munich Autos. “This year’s National Final also gave us a chance to reconnect with our customers and show them our appreciation for their ongoing support.

“Golf is a sport that is close to our hearts, and it was great to see the high spirits and everyone enjoying themselves on this award-winning Course. We are grateful that we were able to provide our customers with another memorable experience with the BMW brand.”

BMW Golf Cup National Final 2021 witnessed the achievement of new personal bests, culminating in the crowning of champions who displayed exceptional focus, precision and endurance. The top three winners of each category are as follows:

Mens Category I	: Mr Jeffrey Goh Lye Poh
Mens Category II	: Mr Roy Chang Yong Hong
Ladies Category	: Ms Tan Lee Ching Felicia

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<sup>1</sup> While pre-event testing (PET) was not required according to the prevailing government guidelines on small group sizes (5 pax per flight), PML took the initiative to perform PET for all staff, vendors, and participants at this year's tournament to ensure the safety and wellbeing of all in attendance.

The top three winners in each category of the BMW Golf Cup National Final 2021 are:

<b>LIST OF WINNERS</b>	
<b>Mens Category I</b>	<b>Handicap 0 to 12</b>
1 <sup>st</sup> Mr Jeffrey Goh Lye Poh	36
2 <sup>nd</sup> Mr Henry Choo	34
3 <sup>rd</sup> Mr Nathanael Tan	34 OCB
<b>Mens Category II</b>	<b>Handicap 13 to 24</b>
1 <sup>st</sup> Mr Roy Chang Yong Hong	36
2 <sup>nd</sup> Mr Keong Jiun-Wen	34
3 <sup>rd</sup> Mr Lim Thye Siang	34 OCB
<b>Ladies Category</b>	<b>Handicap 1 to 36</b>
1 <sup>st</sup> Ms Tan Lee Ching Felicia	35
2 <sup>nd</sup> Ms Sara Lew Siew Cheng	32
3 <sup>rd</sup> Ms Tan Peck Mei	30

“On behalf of Performance Motors Limited and Performance Munich Autos, I would like to congratulate all the winners and thank our customers who took the time to join us this year at the BMW Golf Cup National Final 2021. We hope that everyone had a great time competing against new and old friends alike, and we will meet again soon!” said Mr. Bayer.

PML has been hosting the BMW Golf Cup International Singapore Finals (previously known as the PMGA Golf Tournament) since 2006, with the objective of enabling its customers to expand their social networks through the love and passion for their favourite sport.

This year, the brand’s first fully electric Sports Activity Vehicle – the BMW iX3 – was on showcase for participants to explore and test drive. In addition, up for grabs were two exciting hole-in-one prizes – the BMW 730Li and BMW 840i Gran Coupe.

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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**About Performance Motors Limited (PML)**

Performance Motors Limited (PML) is a unit under Sime Darby Motors, a division of Sime Darby Berhad, and has been the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

The PML showroom is located at 303 Alexandra Road, Singapore 159941.

Showroom opening hours are Monday to Saturday, 8am – 7pm; Sunday and Public Holiday, 10am – 6pm. For more enquiries, please call 1 800 2255 269.

PML has achieved various accolades in the areas of sales achievement and service excellence in its 40-year history in the luxury segment.

2016 - PML recorded an all-time high for new car registrations and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. The company also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre, creating an engaging retail environment with the use of innovative digital tools. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for events such as the Singapore Airshow 2016, SMBC Singapore Open 2016, and Louis Vuitton High Jewellery Event 2016, just to name a few.

2017 - PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific', and was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' as well as the 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new plug-in hybrid electric vehicles (PHEVs) and an updated electric vehicle (EV) under the BMW i brand saw PML cementing its position as the industry leader for electromobility in Singapore. BMW was appointed the official car brand for numerous high-profile events including the ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017, and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely the SMBC Singapore Open 2018, Singapore Airshow 2018, 32<sup>nd</sup> ASEAN Summit, and Singapore International Film Festival 2018.

2019 – Celebrating its 40<sup>th</sup> year of distributing BMW Cars and Motorcycles in Singapore, PML took to the heart of Orchard Road for BMWFestSG with a myriad of activities to engage the masses and deliver sheer driving pleasure. BMW once again had the honour of being appointed as the preferred limousine provider for events such as the International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019, and Singapore International Energy Week (SIEW) 2019.

2020 – BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 9.8% of the market share. November and December marked record-breaking months for car sales in PML's entire 41 year history. 2020 also saw the launch of 13 models including the first-ever BMW 2 Series Gran Coupe, new BMW X3 xDrive30e, and first-ever BMW M8 Competition, alongside eight virtual launches and events such as the eJoyFest and BMWFestSG. PML also launched the BMW Digital Showroom, BMW Convenience 360, and the BMW Performance Motors SG Mobile App to create a seamless customer journey between the virtual and physical landscapes.

#### **About Performance Munich Autos**

Performance Munich Autos is the world's first dedicated BMW M dealership in Singapore that holds the retail rights to a full range of BMW M and BMW M Performance Automobiles.

Performance Munich Autos Showroom is located at 315 Alexandra Road Singapore 159944.

Showroom opening hours are Monday to Saturday, 8am - 7pm, Sunday and Public Holidays, 10am – 6pm.

For more information or enquiries, visit <https://www.bmw.com.sg> or call (+65) 6333 3933.

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