

Media Information

9 February 2023

BMW appointed Official Partner of Singapore Classic 2023.

15 units of BMW iX provide electromobility at first stop in the 2023 DP World Tour Asian Swing.



Singapore. BMW has been appointed an Official Partner of the Singapore Classic 2023, one of the most anticipated golf events in Singapore this year. BMW, through official BMW dealer Performance Motors Limited (PML), is providing 15 units of the fully electric BMW iX to chauffeur players and VIPs throughout the event held from 9-12 February 2023 at the Laguna National Golf Resort Club.

The fleet was officially handed over on Friday 3 February 2023 by Mr. Lars Nielsen, Managing Director of BMW Group Asia, to Mr. Patrick Bowers, Executive Championship Director of Vantage Pointe, the event delivery partner for the Singapore Classic.

“The collaboration between the BMW Group and the DP World Tour is one of the longest and most successful partnerships in international professional golf,” said Mr. Nielsen. “We are proud to continue this global partnership in Singapore and are excited to provide players and VIPs an electric experience while in the Lion City.”

He added, “Golf is a sport that can be enjoyed by all, whether you’re playing or appreciating as a spectator. Throughout the event, we are also excited to offer some of our BMW Golf Cup winners and BMW Excellence Club members the rare opportunity to play against some of the world’s greatest players in the Pro-Am day¹, and then watch the event from the comfort of the BMW Hospitality Pavilion. These experiences exemplify the type of exclusive access our BMW Excellence Club members can look forward to in the future.”

Mr. Lawrence Tan, Managing Director of Performance Motors Limited, commented, “The DP World Tour is synonymous with luxury, innovation, and sportiness – all values that define the BMW iX as the technological flagship of the marque. This fully electric Sports Activity Vehicle is built with a high proportion of recycled and sustainably sourced material, and features a quiet, spacious cabin designed around the principle of being a loft on wheels. This makes the BMW iX the perfect match to the Singapore Classic. We are confident our guests will enjoy making their way around Singapore in sustainable fashion and unparalleled luxury.”

The Singapore Classic marks the return of the DP World Tour (formerly known as the European Tour) to Singapore for the first time since 2014. This event is a new addition to the DP World Tour’s Global Schedule for 2023 and is the first stop in the Asian Swing. The DP

¹ The Pro-Am is an event where amateur golfers play against professional golfers one day before the start of the golf tournament. The Singapore Classic Pro-Am was held on Wednesday, 8 February 2023. Selected customers across both official BMW dealerships, Eurokars Auto Pte Ltd and Performance Motors Limited, were invited to play at the event.

World Tour is the main men's professional golf Tour of the European Tour group with a prize of US \$2 million, and a global schedule featuring a minimum of 39 tournaments in 26 different countries across the 2023 season. Event passes for the Singapore Classic can be purchased from the official ticketing website at [Sistic](#).

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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

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 15994. Showroom opening hours are Monday to Saturday, 8am – 7pm; Sunday and Public Holiday, 10am – 6pm. For more enquiries, please call 1 800 2255 269.