

Media Information

18 October 2024

Electrifying and unparalleled: Hole-in-One Awards at the BMW Ladies Championship.

+++ The all-electric BMW i5 and BMW i7 are this year's Hole-in-One Awards at the BMW Ladies Championship +++
World-class field at Seowon Valley Country Club (KOR) will have more chances this weekend for the perfect shot +++
Three luxury cars have been awarded in the tournament's history +++

Seoul. The BMW Ladies Championship at Seowon Valley Country Club is approaching its halfway point. The second round had to be suspended on Friday due to heavy rain and will resume on Saturday. Since there is no cut in the only tournament of the Ladies Professional Golf Association (LPGA) Tour in South Korea, all 78 players will tee off in the final two rounds. For the field, packed with world-class golfers, the goal is to earn valuable points for the season rankings and world rankings, as well as to claim a significant share of the \$2.2 million prize fund. In addition, all 78 golfers still have the chance to win an all-electric premium vehicle. Each round offers two opportunities to win the BMW Hole-in-One Awards; the first ace on the 14th hole will be rewarded with a BMW i5, while a BMW i7 awaits for the perfect shot on the 16th hole.

Both the BMW i7 and BMW i5 are the first all-electric models in their respective series, featuring cutting-edge technology and digital experiences, and take a leading role in the path toward premium electric mobility. Both models are produced at the BMW Group Plant in Dingolfing, Germany, where their electric motors and high-voltage batteries are also manufactured.

In the history of the BMW Ladies Championship, three players have earned a Hole-in-One Award. The first to do so was Kristen Gillman during the inaugural event in 2019. At LPGA International Busan, the 13th hole (Par 3) proved to be her lucky number. From a distance of 164 metres, Gillman holed out with a 4-hybrid, marking the first ace of her professional career and winning a BMW 740Li XDrive.

Three years later, something unparalleled happened at the Oak Valley Country Club. The BMW Group has been involved in international professional golf since 1989, but what occurred at the 2022 BMW Ladies Championship had never been seen before when two Hole-in-One Awards were won on the same day. During round three of the BMW Ladies Championship, South Korean Na Yeon Choi was rewarded for her dream shot on the 12th hole with a BMW X7 xDrive40i. A short while later, cheers rang round the course again, as Thailand's Ariya Jutanugarn aced the 17th to win a BMW 740i.

Since that 'Super-Saturday' in October 2022, no other BMW professional tournament around the world has seen such a spectacular double. The BMW Ladies Championship this weekend continues to hold the possibility of making golf history once again.

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

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