

Media Information

2 May 2025

BMW World of Golf 2025 swings into action in Singapore.

Open to golfers of all skill levels to answer the call of the fairway.

Singapore. BMW World of Golf, the largest BMW Golf Series in Singapore, kicks off the 2025 season with a wide range of events on the course, and off, for golfers of all skill levels.

"BMW has been closely linked to golf since as far back as 1982," said Lars Nielsen, Managing Director, BMW Group Asia. "And it's not just a sponsorship opportunity for us, it's a core part of our business. It is a lifestyle experience that resonates with many of our customers in Singapore, and throughout the region, and opens the door for us to engage with our customers beyond the purchase of their car."

"Golf has taken on a life of its own in the world of BMW, and continues to grow, year on year. BMW Asia took the lead for the BMW World of Golf back in 2023 and expanded the series of events beyond customers, to brand enthusiasts, who enjoy the sport. We welcomed more than 1000 players that year and have grown year-on-year. 2024 witnessed more than 1500 players and we expect to host more than 2000 players in 2025. It's remarkable to see the sport grow in Singapore and to be a part of that growth story."

BMW World of Golf includes golfing experiences for all skill levels. The more competitive BMW golfers are invited to participate in the BMW Golf Cup National Final that will be held from 12-15 August 2025. The top three winners in the Men's Category I, Men's Category II and Ladies Category will have the honor of representing Singapore at the BMW Golf Cup World Final at Fancourt Golf Resort in South Africa.

Customers and brand enthusiasts who simply enjoy the sport, are also welcome to join a variety of events held by BMW Asia, along with Performance Motors Limited and Eurokars Auto. These events include "Drive & Golf" experiences to various golf courses in Malaysia, and international golf experiences in Korea, Vietnam and other parts of Asia.

"According to a recent report by Global Web Index, golf was identified as the top sport played by HNWI and luxury car owners, and driving was highlighted as one of the Top 2 personal interests for these audience segments," continued Nielsen. "By combining golf adventures with driving experiences, we're able to fuel the passions we know our customers want."

The BMW World of Golf also includes more than 20 Hole-in-One prizes throughout the year and key partnerships with brands such as Titleist and Footjoy, with more to come, so our players have the best there is in golf.

BMW Golf Cup.

BMW has a long history with golf, with the BMW Golf Cup dating back to 1982. It is currently the largest international amateur tournament series that has hosted more than 800 qualifying tournaments and over 100,000 participating players in more than 40 countries. Amateur golfers from each participating country get together yearly to compete in their National Final for a chance at the BMW Golf Cup World Final on world-class courses, with curated experiences, and special appearances by major world champions.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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