

BMW Golf Cup International 2007 World Final

New South Wales Golf Club, Sydney
03 - 08 December 2007

BMW Golfsport

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Press Release
December 3rd, 2007

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Driven by Passion

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US Open winner visits BMW Golf Cup International World Final

Exclusive coaching tips from golf professional Michael Campbell

Sydney, Australia. One hundred and thirty eight top amateur players from 43 countries tee off in the world finals of the prestigious BMW Golf Cup International between 3rd and 8th December in Sydney, Australia. The players competing in the world's most popular amateur tournament do battle at two of Australia's golf courses, St Michael's and New South Wales Golf Club. To reach the finals, the 138 competitors came through approximately 1,000 qualifying tournaments in their countries of origin.

Magnus Wiese, head of BMW Golfsport Marketing, states: "There is no other comparable tournament series for amateur golfers anywhere in the world. For us, the BMW Golf Cup International is a fantastic opportunity to offer our worldwide golf-playing customers a tournament series while simultaneously bringing other players emotionally closer to the BMW brand."

Guest of honour at the BMW Golf Cup International World Final 2007 will be US Open 2005 champion Michael Campbell. Participants get the unique opportunity to experience an exclusive golf clinic with the major winner. At the end of the tournament he will also present the trophies at the prize giving dinner.

In 2007, the tournament celebrates its 20th year and has grown to the point where countries represented span virtually the entire globe, from the host nation of Australia to Kazakhstan. Adding further to the global nature of the event, six new countries are participating for the first time: Bulgaria, Macau, Malaysia, Morocco, New Caledonia and Turkey.

The tournament program provides a mix of hot competition and social interaction. BMW creates an environment where the competitors feel like golf professionals coming to a major Tour event from the moment they arrive. The contest is split into three divisions: Men A (for handicaps up to 12), Men B (for handicaps 13-28) and Ladies (for handicaps up to 28). There is also a Team Prize. The winners will have the unique opportunity to play with one of world's top-golf professionals in the Pro-Am round of the 20th BMW International Open 2008 at the Golf Club München Eichenried in Munich.

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In most participating countries the qualifying procedure is as follows: To reach the BMW Golf Cup International, the finalists must be registered members of a recognised golf club and must have progressed through a qualifying process in their various countries. First, they must compete in and win a local tournament at the invitation of a participating BMW dealership. All the local winners then advance to a national final and the three national champions in each category win through to the BMW Golf Cup International. The player categories and formats are the same in all the qualifying tournaments, but the invitation criteria vary between the jurisdictions. In some countries, only BMW owners can take part, but in others this is not a requirement.

In 2006, the tournament took place at the spectacular Fancourt Golf Club near George on the coast of South Africa. Kei Hin of China was the Men's Class A champion, Bernard Trudel of Canada took the Men's Class B title and Ana Luisa Bada of Mexico was the Ladies' champion. Canada won the national team prize ahead of the Philippines and Japan.

Date:	3 rd to 8 th December 2007
Place:	New South Wales Golf Club, Sydney, Australia St Michael's Golf Club, Sydney, Australia
Participants:	43 nations, 138 participants
Organiser:	BMW AG
Countries:	Australia, Austria, Bahrain, Belgium, Bulgaria, Canada, China, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, Germany, Hong Kong, Iceland, Italy, Japan, Kazakhstan, Luxembourg, Macau, Malaysia, Marokko, Mauritius, Mexico, New Caledonia, New Zealand, Norway, Panama, Philippines, Portugal, Russia, Serbia and Montenegro, Singapore, South Africa, South Korea, Spain, St. Lucia, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom, USA

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Reaching the BMW Golf Cup International World Final

Players from 43 nations experience the pinnacle of their golfing careers

Sydney, Australia. For many of the players who make it to the BMW Golf Cup International World Final, the tournament represents the pinnacle of their amateur golf careers – a chance to shine in a world contest that has all the trappings of a PGA TOUR event.

Inspired by her husband's success:

All of them have qualified through winning regional and national tournaments organized by BMW dealerships in their respective countries. Carol Jones accompanied her husband Ralph when he qualified for the 1994 tournament in Monaco. Now the tables are turned and Ralph will be Carol's guest in Sydney in December 2007. This will be the couple's first visit to Australia and they intend to make the most of it by staying on an extra week to do some sightseeing. Carol is a member at the Kedleston Park Golf Club in Derbyshire and plays off a 27 handicap. "I am obviously a moderate golfer who sometimes has a really good game," she said. Having won her spot on the British team for Sydney, she noted: "What a time to have that good game." She had not even taken up golf when Ralph (who plays off a seven handicap) won his qualifier in 1994. "But I went to Monaco as his guest and I do remember what a fabulous event it was. I am very excited about getting to play in the same competition myself 13 years later." Ralph's advice to Carol through the qualifying rounds was to have a caddie at Turnberry and to trust what he said. "Great advice it was too," said Carol. "My caddie was a young man called Stephen. He was the best."

Listen to the caddy:

Also on the British team is Richard Wileman, who regrets he did not pay more attention to his own caddie at the final round at Turnberry. Richard's business partner, Mike Manners, won selection to the BMW Golf Cup International in 2004 – which was also in Sydney. "He had a fabulous time with BMW," said Richard, who had tried to qualify twice before. Richard plays off a five handicap and holds the amateur course record of 67 at his Burton on Trent Golf Club. Of his experience at Turnberry he said: "Besides being very fortunate with the draw for my caddie, who was absolutely brilliant, the highlight of the round was an eagle three at the 17th." At the 18th tee, Richard's caddie advised a conservative approach with a three wood, but Richard opted for the driver instead. "I then managed to double bogey the hole," said Richard ruefully. "The conversation coming off the 18th green was very limited." The lesson learned: "Never argue with

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a caddie at Turnberry – they do know best!” Richard will travel to Australia with his wife Sally – a first-time experience Down Under for both of them. Like Carol and Ralph Jones, they will take some time out to explore after the tournament as well.

Back to the Roots:

For Italian qualifier John Stuart Williamson the tournament represents his first opportunity in 14 years to return to his Australian roots. John lives in Perugia and started to play golf when he was a kid in Australia. Now 44, John moved from Australia to Italy 14 years ago and after a long absence from golf accompanied his boss for a nine-holes round during a company conference at beautiful Palazzo Arzaga, a golf resort on the shores of Lake Garda. Inspired, he immediately took up the game again. In June, the day before the local qualifying tournament for the BMW Golf Cup, he was given an official handicap. Next day, he won the qualifying tournament. Steadily improving, he now plays off 21 and is extremely excited about the idea of returning to Australia.

Finally successful:

From Belgium, Serge Delacroix took up golf when he was 40 and has made several attempts to get to the BMW Golf Cup International. In 2003 he won a superb watch, but did not make it through to the world final. Perseverance has paid off, however, and this time he went all the way and will be one of the fortunate ones teeing off in Australia in December.

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BMW Golf Cup International - a global competition From a national initiative to world's most popular amateur golf series

Sydney, Australia. One of the world's largest amateur golf tournament series can trace its roots back a quarter of a century to a British-based initiative that ran on its own for five years before going international. The tournament started as the BMW Invitation Tournament in the UK. The original concept began in 1982 with six regional rounds, organised through British BMW dealerships, culminating in a final at The Belfry. From 1983 to 1985, the final venue switched to Wentworth, hosting golf club of the BMW PGA Championship since 2005, and then in 1986 it moved to Turnberry in Scotland, where it has remained ever since. From those beginnings, the global event has grown to about 1,000 qualifying tournaments involving 100,000 players in up to 50 countries before arriving at the pinnacle with the BMW Golf Cup International World Final.

"I think it was one of the best ideas we had," says Magnus Wiese, head of BMW Golfsport marketing. "We began with about five or six countries and the event grew more popular every year." Early on, BMW also moved into an involvement with professional golf, which has also grown steadily over the years. "We decided to sponsor the Pro tournament in Munich (known ever since as the BMW International Open) so that BMW would be seen to have a real authority in the world of golf."

"In the early days, we had to stage the BMW Golf Cup International final in Europe," says tournament director Marco Kaussler. "The R&A (golf's Scottish-based ruling authority) said that to maintain its amateur status, the venue should not be too far or too exotic." As long-distance travel has become more commonplace, this restriction has been relaxed. In the past years the final has been held in South Africa three times (1996, 2001 and 2006), Dubai and Mexico once each (1998 and 2002 respectively), Thailand twice (2000 and 2005) and Australia twice (2004 and 2007). But, it is not just about the golf. "We see these people from all over the world come together at these events. On the first tee, nobody knows each other and possibly nobody speaks a common language. It is pretty quiet. Then, after a couple of holes, somebody will play a really good shot and you see the high fives and the conversations start up. By the end of the tournament, they are exchanging contact details and some real friendships have been forged. That is really special."

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“It is a terrific event,” confirmed Magnus Wiese. “BMW is delighted to balance its commitment to international professional golf with an amateur tournament that is so highly regarded in such a diverse and growing range of countries around the world.”

Development of the BMW Golf Cup International:

Year	Countries	Players	World Final Countries
1990	18	40.000	Portugal
1991	20	60.000	Spain
1992	21	65.000	Lanzarote
1993	22	65.000	Italy
1994	22	65.000	Monaco
1995	25	90.000	Spain
1996	25	85.000	South Africa
1997	30	100.000	Portugal
1998	28	100.000	Dubai
1999	25	100.000	Tenerife
2000	27	100.000	Thailand
2001	35	120.000	South Africa
2002	39	110.000	Mexico
2003	36	100.000	Portugal
2004	41	100.000	Australia
2005	42	100.000	Thailand
2006	49	100.000	South Africa

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La Perouse: One of the world's greatest oceanfront golf courses President Bill Clinton enjoyed the stunning views and testing conditions

Sydney, Australia. Competitors in the BMW Golf Cup International World Final 2007 will find all aspects of their games subjected to severe tests on Australia's top golf course La Perouse at the New South Wales Golf Club. Australian golfing legend, known in the golfing scene as "the white shark", and former world No. 1 Greg Norman is a member and reckons the course is "one of the greatest oceanfront golf courses in the world". In 1996, Norman was proud to host US President Bill Clinton there. The President was so impressed he insisted on completing the round, even though darkness had started to fall when they reached the 18th hole.

Arnold Palmer declared: "It's one of the great golf courses I've seen, really a fun golf course. You could have some real times out here." Each of the three categories (Men A, Men B and Ladies) will play two rounds at La Perouse and one at St Michael's. La Perouse is a links style course set amongst scrub covered sand hills and valleys that slope down to the Pacific Ocean at the secluded Cruwee Bay. Bounded by water on three sides and with small greens, the course demands accuracy and good course management, particularly when the sea breeze sets in. Designed in 1927 by Dr Alistair MacKenzie, it is ranked in the top 50 golf courses in the world. When he was working on the design, MacKenzie gave high praise to the location. "This is a sand-duned peninsula which overlooks Botany Bay and presents, I think, more spectacular views than any other place I know, with the possible exception of ... the Del Monte peninsula in California."

Across at St Michael's, a similar challenge lies in wait. Developed a decade after La Perouse, St Michael's was carved out of natural wilderness. Setting its basic outlines was a tough assignment, as described by one of the pioneers, Patrick McCarville: "Mr. (Clem) Glancey, Will Corry and myself arrived at the site, changed into old clothes, and with an axeman to clear a path through the dense scrub, and Mr. (Michael) Moran leading the way with his walking stick to kill the snakes, we laid out the pegs for the original St Michael's Golf Course. At the time the area had not been surveyed and in my humble opinion Mr. Glancey's achievement bordered on the miraculous." From those early beginnings, St Michael's has gone on to host both the Australian PGA and the New South Wales Opens. The current resident professional, Jef Wagner, describes it as a tough test with fast greens. "The greens are relatively flat," he added. "If they were unulating, the ball would just shoot off."

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Interview with major-winner Michael Campbell

New Zealand's most famous golfer coaching the BMW Golf Cup competitors

Q: It is great that you will be spending time with the players in the BMW Golf Cup International. You devote a lot of time to supporting grassroots golf. Why do you give this aspect of the game so much of your attention?

A: I have always been keen to support golf at the grassroots level as I know how fortunate I was to get the help and support I did, not just as a junior but coming up through the professional ranks too. Giving back is very important to me, and in my Maori culture. We are born with two hands, one to receive, and one to give back. I've been very fortunate in my life and received many wonderful things and nothing gives me more pleasure than giving back, in golf and other aspects of my life. I've had the benefit of great people helping me out along the way. One guy was Vijay Singh. Before the 2005 US Open he taught me this great trick of how he gets out of the bunker onto the green so neatly and it came in very handy at Pinehurst. I often joke with him that I owe him for that advice!

Q: As you travel the Pro circuit, you obviously get to meet players from a wide range of backgrounds and nationalities. As this tournament has grown over the years, it now attracts players from 43 countries and provides a great opportunity for people with a shared passion to get to know each other. Is this an aspect of the sport that you particularly enjoy yourself?

A: Absolutely. I've been a member of the European Tour for nearly fifteen years now and in that time the Tour has grown to taking in places like China, Singapore, Hong Kong, Dubai, Thailand, South Africa and Abu Dhabi. The variety in the places we visit and the people we meet is a side of this sport I really enjoy. Pro-Ams and events like this bring golfers of all standards together and I hope that I can help them with their golf and in return I get the chance to meet new people and hear them tell me about their lives and its fascinating.

Q: The tournament is played on two courses, New South Wales Golf Club and St Michael's. Can you characterize the two courses?

A: I must admit I haven't played St Michaels but NSW is very challenging and players are going to have to bring their A Game in every department. It's also exposed to the elements so if it's a calm day, you're lucky. If the wind gets up, you have to choose your shot selection very

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carefully. NSW is also one of the most visually stunning golf courses in the world - Sydney's answer to Pebble Beach!

Q: Obviously there will be some nerves as the players embark on this event. How do you handle big match stage-fright?

A: It's important to do the same things you do every other time you play and treat the big match as a regular Sunday fourball. Stretch, prepare properly, give yourself time to warm up on the range and you'll be feeling a lot better on the first tee. If you have a bad time on the green, you have to get rid of that experience and get it out of your head in the walk from the green to the next tee. When you're on that next tee, go through the same pre-shot routine as usual and get back into the game.

Q: Typically, where do amateur players make most mistakes?

A: Scheduling. I see a lot of guys thinking the more you play, the better it is for your game, but my experience is that it really is more about quality than quantity. Practice is important, but resting the body and mind are equally important in this game.

Q: Drive for show and putt for dough is the old cliché. Do the pros spend much more time on their short game than amateurs?

A: Absolutely. When we warm up we spend more time practicing our short games, chipping and putting. Again, a lot of times I see guys out at the range and they're smacking the driver over and over again. That's great off the tee, but it's your short game that's going to make a great score over 18 holes.

Q: What was the biggest revelation for you when you first switched from amateur to professional status?

A: That there were a lot of very talented guys out there! As an amateur, I got used to winning a lot of events and being the favourite to win many of them. After turning pro, you realize that you're just one guy, and that everyone out there is as good, if not better, or even a lot better than you.

Q: You spend a lot of time in Sydney. What is it about the city that you enjoy most and what is the one thing outside of golf that the visitors should definitely do during their stay?

A: I love Sydney. It's a fantastic city. One of the must do's is get yourself out on the harbour. Hire a boat and discover the hidden beaches and coves, do some fishing or just potter about. It's a great day out.

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A Portrait of Michael Campbell

Sydney, Australia. Michael Campbell rocketed into golf's stratosphere when he withstood immense pressure from a charging Tiger Woods to win the US Open in 2005 – a life-changing result that only came about with a last-minute change of mind.

Campbell had not intended playing in the US Open, but then took up a late opportunity to apply for one of nine slots as an international qualifier. His stunning victory was met with great acclaim in his native New Zealand; even Parliament was delayed so that the nation's leaders could follow his final march to glory.

Campbell's golf career began as a caddie for his father, Tom, who played off a single-figure handicap at the Titahi Golf Club in Wellington. Campbell took up the game at the age of 10 and by 16 had broken the course record.

He turned professional in 1993 and won his first Pro title on his fifth outing. Cambo, as he is widely known, is of Maori descent, from the iwi (tribes) Ngati Ruanui on his father's side and Nga Rauru on his mother's.

'Kia Kaha' is an expression in the Maori language meaning 'stay strong', used as encouragement when the going gets tough. Within Cambo's whanau (family) it has special meaning, because of a song written by his grandmother using this expression to encourage all her grandchildren to follow their dreams.

Although Campbell's immediate heritage is Maori, the golfing genes may go back further in time. In 1840, his great, great, great grandfather emigrated to New Zealand from Scotland, the cradle of golf.

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General information

BMW and Golf have common ground – precision.

The toughest demands in terms of precision and exclusivity apply just as much for BMW's cars and the best designed golf courses

Munich. The design of a vehicle and the precise implementation of that design play a crucial role in determining driving comfort and enjoyment. The design of a golf course has an equally direct influence on the game itself. The BMW brand, which has been organising international amateur and professional golf tournaments since 1982, demands the ultimate when it comes to the design of vehicles and BMW's tournament venues.

BMW chooses only renowned golf courses with an exclusive design and challenging fairways for its world-class commitments. One current example is Dubsdread at Cog Hill Golf & Country Club in Chicago, where the inaugural BMW Championship was held from September 6th to 9th, 2007. Immediately after the 2007 BMW Championship, Dubsdread, which opened in 1964, started to undergo a comprehensive upgrade to ensure it continues to meet the expectations of modern golfing without losing the course's characteristic appeal.

BMW also fulfils these demands with its vehicles. Precision processing of top-quality materials, innovative technologies and a design that combines classical elegance and modern style make BMW cars truly unmistakable. Each vehicle has its own, specific character. Furthermore, BMW Individual is consequently developing this demand for greater individualism and creativity as the most exclusive way of driving a BMW. The customers are thereby given the opportunity to customise their vehicles and influence the design with their own personal style.

“Our demand for high quality and the exclusivity of the BMW brand demands harmony between the aspects of design and driving comfort. The pleasure of driving a BMW is reflected in the small details that we design at BMW with maximum precision,” explains Alexandra Korndörfer, Head of Color & Trim at BMW Individual.

This is a concept that also applies to the design of golf courses. Given the different characteristics of the terrain and surroundings, each golf course has its own specific appearance. For golf course designers, therefore, careful preparation and individual planning are essential when designing the new course.

The principle of individuality is also continued in the design of particular holes. In order to offer enjoyment of the game for both top-class players and beginners, each hole and the fairway must

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be designed differently. At the same time, as golfing equipment evolves, players develop improved game expertise and are in better physical condition and thus, golf course architecture needs to be constantly maintained, updated and adapted.

In a similar approach, BMW's vehicle designers are endeavouring to integrate state-of-the-art technologies into their design and refine this even further. The "SunReflective Technology", for example, increases the driving comfort in BMW Individual vehicles as well as improving the car's stunning appearance and feel.

Behind the glass is a special leather that absorbs the heat inside the car and feels cool to the touch, no matter what the temperature. This innovation therefore perceptibly enhances the comfort of a BMW and the pleasure of driving – especially on hot summer days.

BMW Individual satisfies customers' most exclusive needs – just as a well-designed golf course satisfies those of golfers. Sophisticated golf course design challenges golfers to summon every ounce of their skill just like the world's best player Tiger Woods at Cog Hill Golf & Country Club knew what he had to do to win the 2007 BMW Championship.

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BMW Golfsport Engagements

Munich. The ever-increasing number of people actively playing golf and the huge potential for future golfers is a glowing testament to the positive development of the game. Today, more than 70 million people play golf worldwide. Many millions more follow the professional tournaments, whether on the Asian, European or US PGA Tour.

In Germany, the game of golf is experiencing something of an image makeover – from an elite sport to an accessible, fun and attractive pastime. The spectator figures on the golf courses and in front of TV screens have shot up over the past 20 years. This boom looks set to rise even further in future. Back in 1989, BMW's decision to make its first commitment to the game of golf with the BMW International Open 1989 was both far-sighted and trend-setting. Today, this commitment, which is built on one harmonious global concept, has been successfully extended throughout the world and won international recognition. BMW has always concentrated on supporting – or, when organiser, implementing – premium golfing events, and the company will continue to pursue this strategy in the future. Golf reflects BMW's image perfectly. It is a sport that stands for exclusivity, aesthetics, perfection and sophistication – just like BMW's models.

BMW Asian Open

The BMW Asian Open was held between the 19th and 22nd of April 2007 for what was already the sixth time. The Chinese city of Shanghai and the exclusive 18-hole course at the Tomson Golf Club, Shanghai Pudong, has been the venue for the tournament since 2004. France's Raphael Jacquelin never lost his lead, finishing two shots ahead of the field on the rainy final day at the prestigious BMW Asian Open 2007. Jacquelin, who topped the leaderboard from day one, carded a 73 to secure victory at the US\$ 2.3 million tournament. Finishing with 278 shots and 10-under par, he pushed back Denmark's Soren Kjeldsen, who carded a final day total of 73, into second place.

- **Defending champion:** Raphael Jacquelin (-10)
- **Price money:** € 2.300.000
- **Date:** 24th - 27th April 2008
- **Location:** Tomson Shanghai Pudong Golf Club

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BMW PGA Championship

BMW has been the partner and sponsor of this historic event at the Wentworth Club near London, England, since 2005. The contract with the European Tour was extended in February 2007 to 2010 and also broadens BMW's commitment as "Official Car of the European Tour". In line with tradition, the BMW PGA Championship was held at the Wentworth Club from the 24th to the 27th of May 2007. The tournament boasted one of the strongest international fields on the 2007 European Tour Schedule, challenging the record €4,350,000 prize fund and 64 World Ranking points. This made the BMW PGA Championship Europe's highest-paying event after the Open Golf Championship. In an enthralling sudden-death play-off against England's Justin Rose, Anders Hansen from Denmark secured his victory on the spectacular West Course, on which Ernie Els made some improvements last winter

- **Defending champion:** Anders Hansen (-8)
- **Price money:** € 4.382.595
- **Date:** 22nd – 25th May 2008
- **Location:** Wentworth Club, Surrey

BMW Ladies Italian Open

BMW has been actively involved in ladies' golf since 2004. As the title sponsor of the BMW Ladies Italian Open (with prize money of €400,000), the automotive group is supporting one of the most prominent ladies' golf tournaments in Europe. This year at the Sheraton Golf Club Parco de Medici near Rome it was Trish Johnson who played a 66 on the last round for a total of 15 under par and walked away with the victory.

- **Defending champion:** Trish Johnson (-15)
- **Price money:** € 400.000
- **Date:** t.b.d.
- **Location:** t.b.d.

BMW International Open

This tournament, which boasts a prize of €2 million, is traditionally held at the prestigious Golfclub Munich Eichenried, which is in the city of the company's home office. This year this important tournament took place between the 21st and 24th on June 2007, a new time for this tournament to be played. Besides the winner of the BMW Asian Open, Raphael Jacquelin (France), other top players such as Rory Sabbatini (USA), Thomas Björn (Denmark), Miguel Angel Jiménez (Spain) and Paul Casey (England) attempted to win the title. The audience was particularly eager to see the German players Marcel Siem and Bernhard Langer's performances,

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as well as that of the shooting star, Martin Kaymer. Despite Bernhard Langer's difficult start, he proved his outstanding form in an elegant recovery of his game. He fought his way from 135th place to second, which he shared with José-Filipe Lima in the end. Kaymer and Siem however, failed to make the Cut on the second day. Niclas Fasth (Sweden) emerged as the winner, with a score of 13 under par. The BMW International open appears to be becoming a favourite among Swedish golfers. With his calm and collected manner, he stole the title from his fellow countryman, Henrik Stenson, who had won in a play off the previous year

- **Defending champion:** Niclas Fasth (-13)
- **Price money:** € 2.000.000
- **Date:** 19th - 22nd June 2008
- **Location:** Golf Club Munich Eichenried

BMW Championship

This year saw BMW become the new partner and sponsor of the BMW Championship at the Cog Hill Golf & Country Club near Chicago. BMW has used the restructuring of the 2007 USA PGA TOUR season to build upon its global golfing strategy and enter US pro golf at the very highest level. The BMW Championship was the third of four tournaments which comprised the new "US PGA TOUR Playoff Series", which was held in 2007 for the first time. The partnership contract has been agreed for a period of six years. In the future, the BMW Championship will be played on the top golf courses in the US mid-west and will return every two years to Chicago. As the third of four tournaments in the US PGA TOUR Playoff Series, the BMW Championship had one of the highest prize monies on the US PGA TOUR, and therefore it was one of the tour's most important tournaments. With this move, BMW is now placing itself at the top of the golfing sector in the USA as well as in Europe and Asia.

During the final four tournaments on the US PGA TOUR Playoff Series, the number of participants was cut down from week to week. Only the best 70 players from the entire year could play at the BMW Championship. Again Tiger Woods showed his exceptional professional skill by defeating Aaron Baddeley and Steve Stricker, the winner of The Barclays, with a final round of 63 strokes and a total score of 22 under par.

- **Defending champion:** Tiger Woods (-22)
- **Price money:** \$ 7.000.000
- **Date:** 4th - 7th September 2008
- **Location:** Bellerive Country Club, St. Louis

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BMW Golfspport Tournaments 2008 - Overview

Date	Event	Tournament & Venue	Prize money	Winner 2007
24.01. – 27.01.	The Commercialbank Quatar Masters	Doha Golf Club, Qatar	USD 2.500.000	Retief Goosen (ZAF)
31.01. – 03.02.	Dubai Desert Classic	Emirates G.C., Dubai	t.b.a.	Henrik Stenson (SWE)
14.02. – 17.02.	HSBC New Zealand PGA Championship	Clearwater Golf Club, Christchurch, New Zealand	t.b.a.	Nicholas Thompson (USA)
03.04. – 06.04.	Estoril Open de Portugal	Oitavos Dunes, Estoril, Portugal	t.b.a.	Pablo Martin Benavides (ESP)
24.04. – 27.04.	BMW Asian Open *	Tomson Shanghai Pudong GC, China	t.b.a.	Raphael Jacquelin (FRA)
01.05. – 04.05.	GS Caltex Maekyung Open	Nam Seoul Country Club, Seoul, Korea	USD 600.000	Kim Kyung-tae (KOR)
08.05. – 11.05.	Telecom Italia Open	Castello di Tolcinasco G & CC Milan, Italy	t.b.a.	Gonzalo FernándezCa staño (ESP)
15.05. – 18.05.	BMW Charity Pro-Am *	Thornblade Club, Greer; The Carolina CC, Spartanburg; Bright's Creek GC, Mill Spring; South and North Carolina, USA	t.b.a.	Nick Flanagan (AUS)
22.05. - 25.05.	BMW PGA Champion-Ship *	Wentworth Club, Surrey, England	t.b.a.	Anders Hansen (DEN)
19.06. – 22.06.	BMW International Open *	Golfclub München Eichenried, Munich, Germany	t.b.a.	Niclas Fasth (SWE)
26.06. – 29.06.	Open de France	Le Golf National Paris, France	t.b.a.	Graem Storm (ENG)
10.07. – 13.07.	The Barclays Scottish Open	Loch Lomond Glasgow, Scotland	t.b.a.	Gregory Havret (FRA)
24.07. – 27.07.	Canadian Open	Glen Abbey Golf Club, Oakville, Canada	USD 5.000.000	Jim Furyk (USA)

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24.07. – 27.07.	Senior British Open	t.b.a.	t.b.a.	Tom Watson (USA)
21.08. – 24.08.	The Barclays	Westchester Country Club, Harrison, New York	USD 7.000.000	Steve Stricker (USA)
21.08. – 24.08.	The KLM Open	Kennemer G&CC Zandvoort, Netherlands	t.b.a.	Ross Fisher (ENG)
04.09. – 07.09.	BMW Championship *	Bellerive Country Club, St. Louis, Missouri, USA	USD 7.000.000	Tiger Woods (USA)
16.09. – 21.09.	Ryder Cup 2008	Valhalla Golf Club, Louisville, Kentucky, USA	t.b.a.	Team Europe
22.09. – 28.09.	THE TOUR Championship	East Lake Golf Club, Atlanta, Georgia, USA	USD 7.000.000	Tiger Woods (USA)
16.10. – 19.10.	Portugal Masters	Oceânico Victoria Clube de Golfe, Vilamoura, Portugal	t.b.a.	Steve Webster (ENG)
t.b.a.	BMW Ladies Italian Open *	t.b.a.	t.b.a.	Trish Johnson (ENG)
t.b.a.	BMW Golf Cup International *	t.b.a.	t.b.a.	
t.b.a.	The Russian Open Golf Championship	t.b.a.	t.b.a.	Per-Ulrik Johansson (SWE)

* Title events in the BMW golfing portfolio

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Press Information
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BMW Sport Engagements

For more than 25 years, BMW has made a significant contribution and commitment to selected sports that reflect the brand's values of precision engineering, technological excellence, sophistication and a constant striving for perfection. In 1982, from its long-standing motor sports heritage BMW took the ultimate step up into Formula 1. In the same year, the company moved into the world of international golf. Then in 2002 high performance yacht racing was added to the sporting portfolio. In each of the three, BMW has spread its commitment from flagship events at the highest professional levels to include significant support at the entry or amateur level as well.

Motor sports

Throughout its history, BMW has emphasized performance as a major element of the driving experience, so it is natural that the company has built a long and proud tradition in all aspects of motor sports – motorbikes, touring cars, sports cars and at the pinnacle in Formula 1.

In 1982, BMW entered the extremely demanding Formula 1 arena as this reflected BMW emphasis on technical excellence and high level performance. Indeed, BMW achieved astonishing success just one year later when Nelson Piquet won the World Championship title in 1983– powered by a BMW engine.

A similarly impressive result accompanied the return of BMW to Formula 1 after a twelve year break, which took place at the start of the new millennium in 2000 in partnership with WilliamsF1. The BMW WilliamsF1 team ended the year 3rd in the Constructors' World Championship, the most successful Formula 1 debut by an engine manufacturer in 33 years. The team improved its standings with Grand Prix victories in 2001 and 2nd place rankings in the Constructors' World Championship in 2002 and 2003.

From building and supplying engines, the next logical step was for BMW to lead a Formula 1 team. In terms of commitment, this was a major leap, but in 2006 the BMW Sauber F1 Team was a new presence on the starting grid. In its first year, the team exceeded expectations by finishing 5th in the Constructors' World Championship. Drivers Nick Heidfeld and Robert Kubica secured two podium places by finishing 3rd in Budapest and Monza respectively. After ten grand

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prix in the 2007 season, the BMW Sauber F1 Team was firmly in 3rd place in the Constructors' title chase.

The core business of BMW is building outstanding saloon cars and the competitive showcase for these cars is the World Touring Car Championship where the famous blue and white rondel logo is dominant. In 2005 and 2006, BMW achieved the double distinction of winning both the Drivers' title and the Constructors' title. Furthermore, the world's best private driver was traveling in a BMW in 2005. 2007 is also promising to be a successful year for BMW. After twelve rounds of the 22-round season, BMW held the top three places in the Driver standings and was once again securely leading the Constructor contest.

BMW's Andy Priaulx (GBR) can proudly describe himself as the most successful saloon car driver of all times. Within three years he won the title of European champion once and World champion twice, giving him a collection of titles unlike all other racers.

Three of BMW's national teams will be starting with five BMW motor sports developed BMW 320si WTCCs in the championship, which takes place across three continents. Customer teams can purchase the vehicle-kit from the BMW race-part distributor, which can be used in a further eight national race series worldwide. The products available to private motor sport clients extend from the BMW 120d to the BMW Z4 M Coupé, resulting in BMW being the only supplier worldwide to offer motor sport vehicles suitable for different races to its customers.

When Alessandro Zanardi returned to the box from the 'Circuit de la Comunitat' in Valencia, spectators and journalists knew they had just witnessed an important chapter in motor sport history. The Italian driver had returned to the steering wheel of a Formula 1 vehicle for the BMW Sauber F1 Team and became the first amputee to complete a F1-testdrive. This was not the first time Zanardi redefined the possible in motor sports. The fewest would have believed he would manage a comeback after his accident on the Lausitzring in 2001 cost him both his legs. In 2004 Zanardi fought the entire FIA ETCC season and represented BMW's Italy-Spain Team – ROAL Motor sport – in the world championship years 2005 and 2006. In 2005 Zanardi became a sensation in his triumph in Oschersleben, making him the first physically disabled world championship track winner. In the past season he won again in Istanbul, and in 2007 the public found him on the podium once more. Zanardi and BMW motor sport were able to constantly perfect the technical alterations to the car, keeping it on a high competitive basis. The well experienced driver accelerates with his hands and breaks with his prosthesis.

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The breeding ground for future racing champions is the exciting open-wheel Formula BMW class where rising stars, some as young as 15, are groomed for professional careers in motor racing. Formula BMW series take place in Germany, Asia, North America and Great Britain culminating with the Formula BMW World Finals. There is much to strive for in this highly competitive arena: the World Final victor gets a chance of a lifetime test drive with the BMW Sauber F1 Team. The racecar has a BMW engine with 140 horsepower and accelerates up to 230 km/h. It is equipped with safety measures that exceed the requirements of the international FIA car-union to meet Formula 1 standards.

In 2007 the Formula BMW class is starting four times globally in the reference frame of the Formula 1. Training and coaching programs constitute key aspects of the series, as well as the promotion of budding talents. Successful alumni of the program include the Formula 1 drivers Ralf Schumacher, Christian Klien, Timo Glock, Adrian Sutil, Nico Rosenberg and Sebastian Vettel.

Yachting

BMW made its international yachting debut in 2002 at the highest level of the sport – joining forces with Oracle Racing in the battle for the America's Cup, the oldest trophy in sport. This collaboration, begun in Auckland, New Zealand, was strengthened for the 32nd America's Cup in Valencia, Spain with the formation of the BMW ORACLE Racing team.

BMW played a significant role in the design, construction and development of the team's high-tech racing yachts, USA 87 and USA 98. These very sophisticated yachts rely on lightweight engineering, a specialist field for BMW. Under the leadership of Professor Dr. Raymond Freymann, four BMW engineers were integrated into the BMW ORACLE Racing design and construction team to optimise the racing yachts.

This year, BMW ORACLE Racing advanced to the semi-finals of the challenger series. Although this result on the water did not fulfil the high expectations, the USA 98 has been assessed as one of the most technologically advanced yachts in the challenger fleet by experts.

In addition to its America's Cup commitment, BMW is also involved as partner and „official car“ of the World Match Racing Tour, the most important match race series worldwide, with America's Cup helmsmen and crews regularly participating.

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BMW is also Partner and Presenting Sponsor of the following events:

- „Presenting partner“ of the „**Kieler Woche**“, the largest sailing event worldwide.
- Title sponsor of the **BMW Round Ireland Yacht Race**, which sees the racing fleet leave from and return to Wicklow Sailing Club, completing a challenging 700-mile clockwise circumnavigation of Ireland.
- **BMW Sailing Cup.** As with its golf involvement, BMW has also made a major contribution at the amateur level with the creation of the BMW Sailing Cup in 2006. In a format similar to the BMW Golf Cup International, amateur sailors compete in a number of selected national regattas around the world, culminating in a world final regatta. In 2007, the regatta venue was Valencia, Spain, so the competitors could also enjoy a taste of America's Cup racing. Team Germany won the regatta in a fleet of seven competing nations. In Germany, 14 events plus final will take place this year where the best amateur sailors will be selected during the three-day regattas.

Golf

BMW is organizer, title sponsor or official car of international prestige professional golf tournaments in the United States, Europe, Asia, the Middle East and New Zealand.

Sponsoring golf is a continuation of BMW's strategy for supporting high-class events. Through its commitment to professionals (BMW International Open, BMW Championship US, BMW Championship UK, BMW Asian Open) and amateurs (BMW Golf Cup International), BMW reaches just those target groups and potential customers of importance to the company. Those target groups can experience the emotions of the BMW brand for themselves. The commitment to golf sponsorship at an international level generates media interest around the globe and therefore helps to establish BMW as a premium brand on almost every continent – Europe, Asia, North America and Australia. Golf mirrors the image of BMW since this sport represents exclusivity, aesthetics and perfection – attributes that are very particular to the BMW brand.

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