



Press Information
20 April 2011

Kaymer and Backley face off in Ultimate Driving Challenge. Athletes pit golf against javelin for BMW Nearest the Pin.

Wentworth. World number one golfer Martin Kaymer and three time Olympic medallist Steve Backley went head to head in a multisport play-off from Wentworth Club's first tee today. With wedge and javelin in hand, Kaymer and Backley put their accuracy to the test in an attempt to land their shot nearest the pin at the venue for the BMW PGA Championship from May 26 - 29.

Both athletes were given three attempts to hit the pin which, at 60 metres, was comfortably within their reach. Despite Kaymer's drives averaging over 260m and Backley having a world record breaking throw of 91.46m to his name, precision rather than distance was the aim for the BMW Nearest the Pin challenge. With all shots taken, Kaymer was announced the overall winner, beating Backley with a comprehensive score of 3-0.

Martin Kaymer said: "I have hit off the first tee several times at Wentworth, but today's experience was definitely the most unusual. It was great to meet Steve and see him in action. He's as passionate about his sport and the Olympic Games as I am about golf and from swapping stories, I can appreciate what a fantastic event London 2012 will be."

Steve Backley added: "Despite no longer competing, my competitive streak is as strong as ever - although I actually hit more golf balls than throw javelins these days. Martin's a great, young talent and we had a lot of fun on the course today. I'm looking forward to seeing him in action here next month in the BMW PGA Championship - another great event to be staged in Britain, ahead of the London 2012 Olympic Games."

BMW has been title sponsor of the BMW PGA Championship since 2005, and was chosen as the Official Automotive Partner of London 2012 last year. Steve Backley is also a member of the BMW London 2012 Performance Team, an initiative designed to provide Team GB and ParalympicsGB hopefuls with support as they prepare for the Games on and off the field.

Tim Abbott, Managing Director of BMW UK commented: "BMW has a strong heritage in golf and is the only brand to be involved in The European Tour, The Ryder Cup and the US PGA Tour. We also host the BMW Golf Cup International, for BMW owners,

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which attracts over 100,000 golfers from 50 countries worldwide. There is a great line up for this year's BMW PGA Championship, with the current holders of all four Major Championships competing next month. In addition, BMW is incredibly proud to be involved as Official Automotive Partner for London 2012 and to be supporting several of our athletes through the BMW London 2012 Performance Team programme."

Photos of the BMW Nearest the Pin Challenge and a video of Martin Kaymer and Steve Backley in action will be available to view on www.facebook.com/bmwuk.

Tickets are now on sale for the BMW PGA Championship at Wentworth Club from May 26-29, 2011, here. Hospitality packages in 'The Clubhouse' are also available. Please visit www.europeantour.com/tickets or call +44 800 023 2557.

BMW and Golf

BMW is the only brand to be involved in the US PGA Tour (BMW Championship), The European Tour (BMW PGA Championship, BMW International Open, BMW Italian Open) and The Ryder Cup. This commitment, together with its more than 20 Official Car partnerships around the world, makes BMW one of the most important global players in golf.

The BMW PGA Championship 2011 will boast one of the strongest fields on The European Tour's Race to Dubai, with many of the world's best players in action. England's Simon Khan will be the defending champion. All four days will be broadcast live on both BBC Television (May 28 and 29) and Sky Sports (May 26 and 27), with extensive highlights on both channels.

BMW and London 2012

BMW Group is the world's most sustainable automotive manufacturer and the natural automotive partner for the first sustainable Olympic and Paralympic Games. BMW Group was chosen by London 2012 due to its ability to meet the emission targets set by London 2012.

The Efficient Dynamic, hybrid and zero emissions cars, motorcycles and bicycles provided by BMW Group for London 2012 provide essential mobility for athletes and officials that is vital for the operational success of the Games.

The BMW Group

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.



During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

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