

# BMW Masters 2013

presented by SRE GROUP

Press Information

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## **BMW Masters: Showdown of the stars in Shanghai.**

Preparations for the 2013 BMW Masters enter the finishing straight – BMW steps up its promotion of golf in China.

**Munich/Shanghai.** The countdown to the 2013 BMW Masters is on: a press conference at the BMW Experience Centre in Shanghai (China) heralded the start of the intense phase of preparations ahead of the European Tour event, which boasts a prize purse of seven million US dollars. From 24th to 27th October, the choice field, which includes world number three Rory McIlroy (Northern Ireland), defending champion Peter Hanson (Sweden), Graeme McDowell (Northern Ireland), Lee Westwood (England), Ian Poulter (England) and local favourite Wu-Ashun (China), will gather at Lake Malaren Golf Club to play for the coveted title.

Ivan Koh, President of BMW China Automotive Co., Ltd., stressed the importance of the BMW Masters. “2012 was an important year for BMW,” he said. “Through our return to the Asian golf scene we not only helped to complete BMW’s presence on the golfing world map, but this high-class tournament also enabled golf fans from China and throughout Asia to experience the joy of golf, which has always been so important to BMW. This year we are stepping up our commitment to golf, and are looking to present a world-class tournament – both for the fans and the players.”

From a sporting point of view, the 2013 BMW Masters has definitely taken on even greater importance: the tournament opens the European Tour’s “Final Series”, which consists of just four events and concludes with the DP World Tour Championship – the finale of the “Race to Dubai”.

“This development really increases the value of the 2013 BMW Masters,” said Simon Leach, Representative of European Tour. “The tournament is the first event in the Final Series of the Race to Dubai. Only those who have played at least two of the three preceding events can qualify for the DP World Tour Championship in Dubai – and challenge for the Race to Dubai title.”

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Two star golfers who will do battle for the prestigious BMW Masters title in October are McIlroy and Westwood. “I am really looking forward to returning to Shanghai,” said McIlroy, who narrowly missed out to winner Peter Hanson at Lake Malaren Golf Course in 2012. “I always try to do my best at every tournament. However, the fact that the BMW Masters will open the Final Series in the Race to Dubai should give all of us an extra boost of motivation.” Westwood added: “The 2012 BMW Masters was an impressive tournament. The Chinese fans were very enthusiastic. I hope I can present them with a victory on the first stop of the Final Series in the Race to Dubai.”

Just as it did last year, the 2013 BMW Masters will spearhead BMW’s extensive commitment to golf in China. In close cooperation with the China Golf Association, 14 Chinese players will be given a “wild card” into the tournament. Among them will be the winners of the BMW Junior Open and the Chinese BMW Golf Cup International, who will be given the chance to compete against world-class pros at the BMW Masters.

“We greatly value the extent to which BMW is supporting the development of golf in China,” said Wang Liwei, Deputy Director General of Multi-Ball Games Administrative Center of General Administration of Sport of China and Vice President of CGA. “I am confident that the Chinese players will take full advantage of this amazing opportunity and learn from their opponents at this world-class event. For them, this is an important step in their preparations for the 2016 Olympic Games.”

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## If you have any questions, please contact:

BMW Sports Communications

Nicole Stempinsky

Phone: +49 89 382 51584

Mobile: +49 151 174 177 25

Email: [Nicole.Stempinsky@bmw.de](mailto:Nicole.Stempinsky@bmw.de),

Internet: [www.bmw-golfsport.com](http://www.bmw-golfsport.com)

BMW China

Happy Yang

Phone: +86 10 8455 8271

Email: happy.yang@bmw.com

PEOPLE Marketing

Winnie Wong

Phone: +86 21 6248 8282

Mobile: +86 136 6170 3809

Email: winnie.wong@peoplemarketing.cn

## BMW and golf – the “Global Golf Player”.

BMW first became involved in professional golf almost a quarter of a century ago when the BMW International Open was held for the first time in 1989. In the meantime BMW is an integral part of the golfing world. As a strong and highly regarded partner it is the only brand represented on all the major tours. BMW organises another three tournaments on the European Tour. The BMW PGA Championship at the Wentworth Club near London is known as the “Players’ Flagship” and is one of the most prestigious tournaments on the tour. When the BMW Masters (Shanghai) makes its debut this year, it will feature one of the biggest prize purses on the European Tour and a world-class field. The BMW Italian Open, one of the most iconic national championships in Europe, and completes the family of European Tour events. On the PGA TOUR, the BMW Championship is one of the most important golf events in the USA and makes up the third leg of the four FedExCup Playoff tournaments. With the organisation of these professional tournaments, numerous “Official Car” partnerships and the global amateur tournament series, the BMW Golf Cup International, BMW is the most important global player in the world of golf. The relationship with the PGA European Tour, which BMW also supports as “Official Car” at the Ryder Cup, is particularly close. Professionals around the world regard BMW very highly as a golf partner. For example, Major winner Martin Kaymer represents the company as BMW brand ambassador.