Media Information

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**The BMW Courtesy Car Service – the BMW International Open “business card” to the BMW International Open.**

* **BMW Courtesy Car Service has been a key element of the feel-good factor at the BMW International Open for 30 years.**
* **BMW fleet completes 245,000 kilometres during the tournament week.**
* **65 BMW cars guarantee exclusive service and impressive brand experience.**

**Cologne. In the 30 years since it was launched, the BMW International Open has not only earned the reputation of being an excellent golf experience, but is also appreciated by players and visitors alike as the ‘feel-good tournament’ with a unique atmosphere. One key ingredient in this winning formula is the BMW Courtesy Car Service. This year, roughly 6,000 guests benefitted from the service provided by the 65-car fleet.**

The figures give an impression of the logistical tour de force achieved by the BMW Courtesy Car Service at the 30th BMW International Open: 245,000 kilometres, 6,000 passengers, 65 BMW cars, 5,000 working hours. The 65-man team ensured that pros and guests made it to their destination on time and relaxed.

The fleet includes the BMW 5 Series, 7 Series, 6 Series Gran Turismo, BMW X5M and other BMW M vehicles. It goes without saying that the drivers have a detailed product knowledge, in order to be able to answer any questions they may be asked about the cars. Perfect English and good communication skills are also essential.

“You could say that we are the BMW business card. We are the first and the last impression, which people take home with them,” said Christian Wastian, head of operations for the BMW Courtesy Car Service at the BMW International Open.

A BMW-developed GPS system shows the current and future location of all cars. As such, plans can be adapted in real time to suit the current situation, in order to ensure that the right car is at the right place at the right time.

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