

Media Information

March 20, 2025

BMW announced as Official Vehicle of TPC Toronto at Osprey Valley.

- **Premium automaker will elevate the experience for golfers and patrons alike.**

Richmond Hill, ON. BMW Canada and TPC Toronto at Osprey Valley announced a multi-year partnership today, enhancing the experience offered to guests at one of Canada's top golf destinations.

Launched initially in 2024, the partnership provides golfers and course visitors the opportunity to engage with the BMW brand, with vehicle displays and onsite integrated activations bringing the premium brand to life for all visitors. New electric vehicle charging stations and exclusive parking opportunities for BMW owners also benefit both guests and players.

Charging stations were installed at TPC Toronto's all-new Main Clubhouse in 2024 and are coming to the soon-to-be-completed Heathlands Clubhouse in 2025. The seamless integration of BMW onsite and in club activities further enhances the all-new amenities and world-class courses already delivering an exceptional golf experience at TPC Toronto at Osprey Valley.

"We're thrilled and grateful to partner with such a visionary brand as BMW," said TPC Toronto at Osprey Valley president Chris Humeniuk. "This partnership will elevate the experience for every visitor to our property. We look forward to collaborating with this world-class brand to enhance our events and guest enjoyment in the bright future ahead."

"This partnership underscores BMW's commitment to crafting elevated experiences for our customers and enthusiasts," stated Jonathan Thomson, director, BMW brand management. "Aligning with TPC Toronto at Osprey Valley - a premier golf destination - allows us to collaborate with a team who shares our passion for the sport and our joint commitment to the pursuit of top performance. This partnership allows us to showcase our brand and products in a premier setting that lives up to our own elevated standards."

Announced last year as the host of the 2025 RBC Canadian Open, TPC Toronto at Osprey Valley's new amenities include a 65,000-square-foot Main Clubhouse, Event Space, Clubhouse Suites, the flagship restaurant Two Brothers, Canadian Golf Hall of Fame

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experiences and more. The property is set to open 15 multi-unit Villas for stay-and-play trips and an all-new Heathlands Clubhouse in early 2025.

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BMW Group in Canada.

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

About TPC Toronto at Osprey Valley.

Host of the 2025 RBC Canadian Open, TPC Toronto at Osprey Valley is one of Canada's premier golf destinations and the only TPC facility in Canada. Located 45 minutes outside of Toronto, it features three courses – the Heathlands, Hoot and North – all ranked among the top 25 public courses in Canada. In 2022, Osprey Valley and Golf Canada announced a major partnership and bold vision to build a new Home for Canadian Golf, including Golf Canada's national headquarters, the Canadian Golf Hall of Fame, national headquarters for First Tee – Canada, and more.

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