

**Media Information**

May 9, 2025

BMW announced as Presenting Sponsor of RBC PGA Scramble.

- **Luxury automaker to become the Official Vehicle of the PGA of Canada and the RBC PGA Scramble.**

Richmond Hill, ON. The PGA of Canada and BMW Canada are proud to announce that BMW has signed on as the presenting sponsor of the RBC PGA Scramble, Canada's largest national amateur team golf tournament.

This partnership brings together two organizations dedicated to excellence and performance while elevating an unparalleled experience for participants across the country.

Entering its 10th year, the RBC PGA Scramble presented by BMW has grown into one of the most exciting grassroots golf events in Canada, welcoming a remarkable 12,000+ golfers across the country each year. Players compete through a multi-stage journey, battling to win the trip of a lifetime.

With BMW's support as the presenting sponsor, the 2025 edition of the program is set to go up another notch offering elevated prize, exclusive on-site activations at numerous events, premium event enhancements and the opportunity to engage with BMW's world-class lineup of vehicles.

"BMW is a globally recognized brand synonymous with innovation and precision and a true friend and supporter of the game of golf across the globe," said Kevin Thistle, CEO of the PGA of Canada. "Adding BMW Canada as a partner to an already fantastic program is a dream come true and we can't wait to work with their team and their retailer network to build something memorable for participants."

A key component of the partnership includes the creation of the BMW Wildcard where one lucky group of individuals will win a direct entry into the National Championship to compete as Team Wildcard at Cabot Cape Breton. This team will also enjoy multiple enhancements provided by BMW to elevate their experience even further.

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Internet
www.bmw.ca
www.mini.ca



“At BMW, we are passionate about driving excellence in everything we do and that extends to our support of the game of golf,” said Jonathan Thomson, director of brand management at BMW Canada. “We are excited to partner with the RBC PGA Scramble, become the Official Vehicle of the PGA of Canada and help deliver an unmatched tournament experience for golfers of all skill levels.”

The RBC PGA Scramble presented by BMW consists of 186 local qualifying events held at golf courses across Canada, leading up to the regional finals and the highly anticipated National Final at Cabot Cape Breton, the number-one ranked golf course in Canada.

With positions available for both net and gross winners and strict team handicap policies, anybody can play and anybody can win.

For more information on the RBC PGA Scramble presented by BMW, visit www.RBCPGAScramble.com.

-30-

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 PGA of Canada.

Established in 1911, the PGA of Canada is the second oldest and third largest professional golf association in the world. The PGA of Canada is a non-profit association comprised of over 4000 golf professionals across the country. The association’s mandate is to develop, promote and support its members in living a better life and earning a better living while growing participation, excellence and passion for the sport of golf. The association consists of the national office located in Acton, Ont., and nine Zone Offices across the country.

For more information, please contact:

Marc Belcourt, Director, Corporate Communications

**BMW
GROUP**

Canada

Corporate Communications



BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado, Manager, Corporate Communications
BMW Group Canada
905-428-5005 / barb.pitblado@bmwgroup.ca