

BMW Group

Corporate and Governmental Affairs

Press release
30 April 2010

Martin Kaymer is made official BMW Golfsport Ambassador. German world-class golfer to represent BMW.

Munich. World-class golfing ace Martin Kaymer of Germany will be representing the BMW brand as official BMW Golfsport Ambassador. This was jointly announced by BMW and Kaymer on his return to the tour and ahead of his appearance in the prestigious Players' Championship in Sawgrass, Florida.

For Dr Norbert Reithofer, Chairman of the Board of Management of the BMW Group, this partnership with the exceptionally talented Kaymer is an obvious move: "For some time now BMW and Martin Kaymer have enjoyed a close relationship, which we have now consolidated into a more intensive collaboration over several years. It isn't every day you get the chance to work with such a rapidly and strongly rising international sports star – one, moreover, whose talent, personality and dynamism are an excellent fit for the BMW brand."

Kaymer said: "Dynamics and precision – these two qualities stand for BMW just as they do for the perfect golf shot. I'm very proud, as BMW Golfsport Ambassador, to be working even more closely with BMW now, making public appearances for the company and representing the brand. BMW has supported and shaped golf for decades, and is unprecedented in driving the sport forward at a national and international level."

Martin Kaymer is returning to the Players' Championship – known as the "fifth major" for its significance in the calendar – after a three-week absence due to an operation on his foot. "I'm delighted that my first tournament as BMW Golfsport Ambassador happens to be an absolute highlight," he said.

After decades without a German victory in the BMW International Open, Kaymer presented BMW with the first tournament win by a German player in 2008, on the 20th anniversary of the event. During his career on the European Tour, he has so far won five tournament victories since 2007.

At the 2010 BMW International Open, which will be held at the Munich Eichenried Golf Club from 24–27 June, Kaymer will be teeing off on German soil for the first time this season.

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