

BMW International Open 2010



Press release
8 June 2010

Golf for All – BMW brings golf to the city centre.

Driving, pitching and putting for everyone at Munich City Hall, Marienhof; Martin Kaymer offers coaching to young golfers.

Munich. The BMW International Open will be staged in line with tradition at the famous GC Munich Eichenried course on the outskirts of the Bavarian capital from 24–27 June 2010. As part of this year's event – the only professional golf tournament held in Germany – there will also be an opportunity to experience the unique character of the sport in Munich's city centre, where BMW will be issuing an open invitation to participate in its Golf for All day at the city's Marienhof on Tuesday, 22 June 2010.

Right in the heart of the Bavarian capital, between Dienerstrasse and Weinstrasse, the Marienhof will be transformed into a golf practice area, giving everyone with an interest the chance to sample a little of golf's unique fascination. Golf simulators, a target golf course and a putting area will be available for members of the public to try their hand under the supervision of trained instructors. There will also be competitions with prizes to be won, including tickets for the 22nd edition of the BMW International Open 2010.

The event kicks off at 11.00 a.m. and throughout the day there will be a varied programme of activities:

11.00 hrs Opening of event area

13.00 hrs Interview with Magnus Wiese, head of BMW Golfsport Marketing

14.00 hrs Golf clinic featuring Munich 2018 Sports Ambassadors Rosi Mittermaier and Christian Neureuther under the instruction of top golf coach Marco Schmuck

15.00 hrs Presentation of the Bavarian Golf Association's "School Golf Concept" and the "Birdies Concept" of BIRDIES for Life e.V. in cooperation with Golf Club Munich Eichenried

16.00 hrs Golf demo with Germany's leading professional golfer and BMW Golfsport Ambassador Martin Kaymer

"Golf is all about dynamics and precision; at the same time it teaches values such as respect, fairness, self-discipline and courtesy – and it develops your power of concentration. We are delighted to have the opportunity to present the sport of golf and its many valuable attributes to a broader public right in the centre of Munich," says Magnus Wiese, head of BMW Golfsport Marketing. "Those with an interest in golf can experience the excitement of the professional game at first hand at the BMW International Open. From Tuesday to Friday spectators will have free entry to the BMW International Open, the only professional golf tournament held in Germany, in addition to complimentary use of the shuttle service between S-Bahn station Ismaning

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and the tournament grounds. Throughout the week the public area will be the venue for a range of entertainment for fans of golf, cars and sport in general.”

BMW has been committed to promoting golf as a mass sport for almost three decades. The company first organised an amateur series back in 1982. Now known as the BMW Golf Cup International, this tournament has since developed into the largest one of its kind, attracting around 80,000 entrants annually from all over the world.

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