

BMW International Open 2010



Press Information
24th June 2010

BMW renews Partnership of The Ryder Cup for another four years. New agreement underlines BMW's unique commitment to European Golf.

München. With 99 days until the first ball is struck at The 2010 Ryder Cup, BMW and Ryder Cup Ltd. today announced an extension to their Ryder Cup partnership until 2014.

BMW will now be an Official Partner to this year's Ryder Cup at The Celtic Manor Resort and the 2014 match at Gleneagles, as well as a European Team Partner in 2012 at Medinah.

"BMW are already The European Tour's strongest and most committed commercial partner, and their extension of our Ryder Cup partnership until 2014 further enhances the special relationship that we have shared for over 20 years", said Richard Hills, Director of Ryder Cup Limited. "BMW have long been associated with quality, high performance and efficiency and we are delighted that they will continue bring these valuable attributes to The Ryder Cup."

By extending the partnership with Ryder Cup Ltd., BMW further strengthens its commitment to European golf. "BMW's Ryder Cup contract extension follows the recent announcements that they will continue their support of both the BMW PGA Championship and the BMW International Open until 2014 at the earliest", explained George O'Grady, Chief Executive of the European Tour. "The combined impact of these announcements gives The European Tour a huge amount of confidence moving forward."

BMW is also Official Car of the European Tour and title partner of the BMW Italian Open. In addition, BMW supports the BMW Championship on the US PGA Tour, being the only company engaged on all major golf tours.

"We see golf as an ideal environment through which to communicate with our customers and promote BMW's key values such as precision, dynamic and sportsmanship", said Ian Robertson, Member of the Board BMW Group Sales & Marketing. "We are very proud to be such an important partner of the European Tour and the Ryder Cup. Having been involved in golf for more than 20 years our commitment is long-term and provides us a unique leading position being a true Global Golf Player."

"I speak not only on behalf of The Ryder Cup players but every Member of The European Tour and we thank BMW for their complete commitment and confidence that it gives us over the next, four years. In these economic times, to have this confidence for us is vital," said Colin Montgomerie, Europe's 2010 Ryder Cup Captain.

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