



Press release

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BMW applauds Golfsport Ambassador Martin Kaymer.

German major winner fulfils a lifetime dream by winning the Race to Dubai.

Dubai. The European golfing season came to an exciting close at the Dubai World Championship. Swedish world-class pro Robert Karlsson won the season final at the Jumeirah Golf Estates in a playoff against Ryder Cup star Ian Poulter (England), but the main title was secured by BMW Golfsport Ambassador Martin Kaymer. Finishing in a tie for 13th, he managed to defend his lead in the Race to Dubai to take the crown as Europe's number one golfer of the year.

"It feels like a dream," said 25-year-old Kaymer. "All of the goals that I set for myself for my career, everything happened this year: playing in the Ryder Cup, winning a major and finishing as Europe's number one."

His success in the US PGA Championship in Whistling Straits, added to that in the Abu Dhabi Championship, the KLM Open in Hilversum and the Dunhill Links Championship in St Andrews, brought Kaymer a total of four tournament wins in 2010 – more than any other professional on the European Tour. With the 1.5 million dollar bonus for winning the Race to Dubai, he has taken away a total of 4,461,010 million euros in prize money.

"BMW extends its warmest congratulations to Martin Kaymer on this fantastic finale to an outstanding season," says Ian Robertson, BMW Group Board Member for Sales and Marketing. "His sheer class coupled with his professional and personable manner makes him a great role model not just for golfers. His achievements this year have made us very proud."

The outstanding golfing pro and the carmaker have a very special relationship that goes back many years. It was on BMW's invitation that amateur golfer Kaymer took part in the 2003 BMW International Open in Munich Eichenried – the first professional tournament of his career. The same tournament in 2008 saw him claim a historic victory when he became the first German player to win the title. For several months now he has been representing the company around the world as BMW Golfsport Ambassador.

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On Monday Kaymer had got himself into gear for that week's tournament with an off-road training session that saw him navigating the powerful BMW X6 xDrive50i through the desert sand in some style, expertly surfing the 407 hp car over the dunes. "It was a fantastic experience," enthused Kaymer. "It's amazing what the BMW X6 is capable of. Normally you tend to see these all-wheel-drive models in road traffic, but here in the deep desert sand it showed its true qualities." Against the stunning backdrop of the desert, Kaymer moved on from his off-road adventure to practice a few carefully crafted strokes in Dubai's biggest sand bunker.

Winning the Race to Dubai is another feather in Kaymer's golfing cap in what is still a young career. It makes him the second German to win the European rankings after Bernhard Langer (1981, 1984) and only the fourth Continental European to date following Langer, Severiano Ballesteros (Spain) and Karlsson.

BMW was represented at this year's Dubai World Championship as Official Car for the first time. With its involvement in the BMW PGA Championship (26-29 May 2011), the BMW International Open (23-26 June 2011) and the BMW Italian Open (9-12 June 2011), among other events, BMW is the leading partner in the European Tour.

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