

# BMW Masters 2012



presented by Lake Malaren Golf Club Shanghai

Media Information  
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## **BMW Masters: The “Miracle Team of Medinah” to reunite in Shanghai.**

The stars of Team Europe will compete against one another in China after their sensational Ryder Cup victory. And match winner Martin Kaymer is among them.

**Munich/Shanghai.** A new chapter in golf's history books was written last weekend. Team Europe achieved the impossible at the Medinah Country Club, turning round a 6:10 deficit on the final day to defend the title 14.5:13.5 against the USA. Eleven of the twelve Ryder Cup heroes that pulled off the “Miracle of Medinah” will tee off at the BMW Masters in Shanghai (25<sup>th</sup> to 28<sup>th</sup> October, Lake Malaren Golf Club), where they will show off the sublime golf that had the sporting world holding its breath on Sunday.

Following the last BMW Asian Open in 2008, BMW now returns to China to organise another professional golf tournament with a truly world-class field and a purse of US\$7m. And it comes with a good omen: 2012 is the Chinese year of the dragon, a traditional symbol of the imperial house, standing for strength and quality – impressively shown by Team Europe in Medinah. As a bringer of good fortune and source of strength, the dragon will also be helpful for tournament host, BMW.

“In the name of BMW, Partner of Team Europe at the 39<sup>th</sup> Ryder cup, I would like to congratulate José María Olazábal’s team on its impressive comeback. We were on tenterhooks right down to the deciding putt, which BMW Brand Ambassador Martin Kaymer sank with precision and nerves of steel,” says Eckhard Wannieck, Head of BMW International Sponsorship, Cooperation and Product Placement. “We are proud to be able to present nearly all the Ryder Cup winners when the BMW Masters makes its debut. As a global golf player, BMW is pleased to underpin once again its claim as a leader in international golf.”

Kaymer, who has experienced both highs and lows this season, showed his incredible mental fortitude on Sunday. When it really matters, you can rely on the “Germanator”: “That was without doubt the most important putt of my life,” said Kaymer. “It makes up for a lot of what has happened this season, and will give me a big boost for the rest of the season. I want to use this wave of euphoria to put together a successful finish. I am particularly looking forward to the BMW Masters, as BMW tournaments are always a bit

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special. The reunion with my Ryder Cup team-mates means that there will be something of an internal competition among our team at Lake Malaren Golf Club. I am looking forward to it, and can't wait to see who will come out on top in China."

As well as Kaymer, the following members of the "Miracle Team of Medinah" will be at the BMW Masters: "Rors" (1), "Luuuke" (3), "Westy" (4) Justin Rose (5) "GMac", "Poults", "Chippy", "The Belgian Bomber" (BEL), "The cool Swede" and "Cicco". They will be joined by the four European vice captains: Miguel Ángel "Mechanic" Jiménez (ESP), Thomas "Major Tom" Björn (DEN), Darren Clarke (NIR) and Paul McGinley (IRL).

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## **BMW and golf – the “Global Golf Player”.**

BMW first became involved in professional golf almost a quarter of a century ago when the BMW International Open was held for the first time in 1989. In the meantime BMW is an integral part of the golfing world. As a strong and highly regarded partner it is the only brand represented on all the major tours. BMW organises another three tournaments on the European Tour. The BMW PGA Championship at the Wentworth Club near London is known as the "Players' Flagship" and is one of the most prestigious tournaments on the tour. When the BMW Masters (Shanghai) makes its debut this year, it will feature one of the biggest prize purses on the European Tour and a world-class field. The BMW Italian Open, one of the most iconic national championships in Europe, and completes the family of European Tour events. On the PGA TOUR, the BMW Championship is one of the most important golf events in the USA and makes up the third leg of the four FedExCup Playoff tournaments. With the organisation of these professional tournaments, numerous "Official Car" partnerships and the global amateur tournament series, the BMW Golf Cup International, BMW is the most important global player in the world of golf. The relationship with the PGA European Tour, which BMW also supports as "Official Car" at the Ryder Cup, is particularly close. Professionals around the world regard BMW very highly as a golf partner. For example, Major winner Martin Kaymer represents the company as BMW brand ambassador.

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