



Press release  
15<sup>th</sup> January 2013

**Season-Opening in Abu Dhabi: Martin Kaymer tees off for his longest and toughest season.**

BMW brand ambassador is optimistic as he goes into the golfing year 2013.

**Munich.** Just two days to go before the action gets underway again: BMW brand ambassador Martin Kaymer is full of anticipation as next Thursday (January 17<sup>th</sup> 2013) approaches - the day when the 2013 golf seasons starts for him with his first tee-off at the Abu Dhabi tournament. For the first time this year, Germany's top golfer will be participating not just in the European Tour but also at events of the American PGA Tour schedule. He is especially looking forward to the BMW International Open, to be held for the **25th time in Eichenried/Munich from June 20th - 23rd.**

But first he will want to make a sound start to the season. And there can be no better opportunity to do just this than the tournament at the Abu Dhabi Golf Club with its par 72 course - a venue which seems to suit the 28-year-old from Mettmann down to the ground. Five years ago he won his first ever tournament there, going on to repeat the achievement in both 2010 and 2011.

However, Kaymer will be up against some top-class competition in the emirate. Both world number one Rory McIlroy (Northern Ireland) and US superstar Tiger Woods will be lining up for the event, which carries a prize of 2.7 million dollars. "The field in Abu Dhabi is always strong, you have to be in top form here," says Kaymer, "after all, Rory and Tiger are not the only top-class players. But if I can find my old form on the National Course, I could definitely be in the running."

The Abu Dhabi tournament kicks off a season in which BMW will once again present golf at the very highest level. Alongside the anniversary of the International Open, the European Tour especially includes the **BMW PGA Championship in Wentworth (May 23<sup>rd</sup> to 26<sup>th</sup>)** - one of the most important European tournaments. The **BMW Masters in Shanghai (October 24<sup>th</sup> - 27<sup>th</sup>)** has now been further upgraded to form part of the final series in Europe. The same applies to the **BMW Championship (September 12<sup>th</sup> - 15<sup>th</sup>) in Chicago**, the last qualification tournament for the FedEx Cup and the final of the US Tour.

Martin Kaymer is set to enter the latter for the first time this year. Germany's top golfer finished 2012 by winning the invitation tournament in Sun City (South Africa) at the beginning of December, thereby continuing a great series of at least one major



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success per year since his rookie year in 2008. "I'm really glad to have ended last season on such a high," says Kaymer: "It was a very long season and I gained a lot of valuable experience for the years to come."

Of course, it was the winning put at the Ryder Cup that remains an unforgettable highlight - Kaymer's "Miracle of Medinah" with which he successfully defended the title for the European team against the Americans. "That was really important for my future career - if you can hole a put like that, there's nothing to stop you," says Kaymer. "Whenever I start to feel the pressure building now, I know what I've been able to stand up to in the past."

Kaymer has been relaxing over the holiday break with a rather unusual sporting challenge. He took on DTM champion and BMW works driver Bruno Spengler (Canada) at an altitude of 2,020 in snow-covered K  tai/Tyrol for the BMW xDrive Mountain Challenge, a fun triathlon contest. For the mountain road duel over icy surfaces, the two top-class athletes were able to rely on the excellent all-wheel capabilities of their vehicles - the BMW M550d xDrive and the BMW 6 Series Coup   xDrive. Then there was a small golf match and finally the two men raced over the finishing line on sledges. "This type of competition is something athletes really enjoy," said the ambitious golf champion.

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With its brands BMW, MINI, Husqvarna Motorcycles and Rolls-Royce, the BMW Group is among the world's most successful premium manufacturers of automobiles and motorcycles. As an international company it operates 25 production and assembly plants in 14 countries as well as a global sales network with branches in over 140 countries. In the fiscal year 2012, the BMW Group achieved worldwide sales of some 1.85 million automobiles and over 117,000 motorcycles.

Pre-tax income in 2011 amounted to 7.38 billion euros, with turnover at 68.82 billion euros. As of December 2011 the company employed a workforce of some 100,000 staff worldwide.

A long-term perspective and a responsible approach have long formed the basis of the BMW Group's economic success. As an integral part of its strategy, the company is geared towards ecological and social responsibility along the entire supply chain, extensive product responsibility and a clear commitment to saving resources. As a result the BMW Group has now been the sector leader in the Dow Jones Sustainability Index for a period of eight years.