



Press Information

26th March 2013

25th BMW International Open: Top Stars Confirmed For Anniversary Tournament.

Major winners, Ryder Cup heroes and a big-hitting American: Golfclub München Eichenried welcomes a high-class field.

Munich. Only at the BMW International Open can golf fans in Germany experience world-class pros in action live. The provisional “guest list” for the 25th anniversary tournament is already looking impressive: big-hitting American Dustin Johnson, reigning British Open champion Ernie Els of South Africa, two of the Ryder Cup heroes from the Miracle of Medinah, in the form of Sergio García and BMW Brand Ambassador Martin Kaymer, will head the field at the 25th BMW International Open. This was announced by Tournament Director Marco Kaussler today at the official press conference in the BMW Museum in Munich. The only European Tour event on German soil will take place from 18th to 23rd June at Golfclub München Eichenried.

American **Dustin Johnson**, who is otherwise rarely seen playing in Europe, was only too happy to accept the invitation to the anniversary of the BMW International Open. The 28-year-old from South Carolina won the 2010 BMW Championship, which forms part of the PGA TOUR Playoffs, and has already caught the eye this year with victory at the Tournament of Champions in Hawaii. Johnson - “DJ” for short – also knows how to attract attention away from the golf course: he is currently in a relationship with model Paulina Gretzky – the daughter of ice hockey legend Wayne Gretzky.

When South African **Ernie Els** won last year’s British Open, the 42-year-old showed everyone that he is still a force to be reckoned with with a golf club in his hand. Over the course of his illustrious career, Els so far has four Majors to his name – two US Opens and two British Opens – and has triumphed at important tournaments all over the world, including the BMW Asian Open in 2005. However, there is still one title missing: the BMW International Open. The best result so far for “The Big Easy” came back in 2000, when he finished fifth.



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Although only 33, **Sergio García** is already a living golfing legend. The Spaniard has already spent more than 300 weeks in the top ten of the world rankings. On three occasions he narrowly missed out on winning a Major, instead having to settle for a hat-trick of second places. One of García's greatest moments came at the 1999 PGA Championship in Medinah (Illinois) when, having only recently turned pro, he came up just one shot short of beating Tiger Woods in a thrilling duel. Medinah is also the site of one of the Real Madrid fan's biggest triumphs: last year he was a member of the European Ryder Cup team that produced an incredible comeback to defeat the USA on the final day. Fans in Munich also have fine memories of "El Niño": in 2011, he and his compatriot and eventual winner Pablo Larrazábal were involved in a thrilling five-hole play-off – the longest in the history of the tournament.

It goes without saying that BMW Brand Ambassador **Martin Kaymer** will be in action again this summer. It is now five years since Germany's top golfer won the 20th BMW International Open. That victory remains the only time a home player has won the only European Tour tournament on German soil. Maybe the 28-year-old can repeat that fairy-tale summer of 2008 – the omens are good: as in 2008, the BMW International Open will mark its anniversary with a glittering birthday celebration. Whatever happens, Kaymer, whose putt to secure victory in Medinah made him a Ryder Cup hero in 2012, is very much looking forward to his home tournament.





Press Information
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25. BMW International Open: Tournament Data.

Dates and admission prices.

| | |
|---------------------------|---|
| Tuesday, 18th June 2013 | Opening Show Event with stars of the tournament (time and location to be confirmed) |
| Wednesday, 19th June 2013 | PRO-AM Experience (selected top pros are each joined by three amateurs for an 18-hole round) |
| Saturday, 22nd June 2013 | Public Area Party (Free shuttle buses between S-Bahn station at Ismaning and Golfclub München Eichenried) |
| 20th to 23rd June 2013 | 25th BMW International Open (4 rounds, cut after 2nd round, presentation ceremony on Sunday, 23rd June, after final putt, directly on the 18th green) Prize money: 2 million Euros |

Admission prices:

| | |
|--------------------------------|--|
| 18th to 21st June 2013 | Free admission |
| 22nd or 23rd June 2013 | Day ticket for 30 Euros (incl. VAT) |
| 22nd and 23rd June 2013 | Season ticket for 45 Euros (incl. VAT) |

BMW Card holders receive a 50% discount on **day tickets** (max. 2 items).

Reduced day tickets are available for young golf fans aged 16 to 18, school pupils, students and disabled persons. These can be purchased on the gate for 17 Euros upon presentation of the appropriate identification. Admission is free for children and young persons aged 15 and below.

The BMW Event Hotline is available for bookings and information on the tournament.

Tel: + 49 (0)89 - 99 92 99 99
E-mail: bmw@ra-sta.de
Web: www.bmw-golfsport.com



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Press Information
26th March 2013

25th BMW International Open: “We are looking forward to the many years ahead”.

George O’Grady, Chief Executive of the European Tour, on the anniversary of the BMW International Open.

Munich/Wentworth. The BMW International Open is the proud holder of a record on the European Tour: no other tournament at the pinnacle of European golf has had the same title sponsor for the last 25 years. Not only is BMW proud of this achievement, but also the European Tour – as George O’Grady, Chief Executive of the European Tour, confirms in his welcoming speech.

“The European Tour is rightly proud of the many partnerships we enjoy across the world of golf, but one of the most enduring relationships is the one we share with BMW.

For a quarter of a century BMW has enhanced not only our own tournaments, but golf worldwide, creating a lasting legacy which has helped to grow not only the game, but also The European Tour internationally.

The 25th edition of the BMW International Open in Germany is the 48th European Tour tournament sponsored by BMW, with events also played in China, England, Italy, Russia and Taiwan over the years.

As we toast this notable anniversary, we acknowledge that BMW has been an important part of The European Tour’s past, but we also recognise the vital role it plays in our present and in our future.

Last month we marked the ninth consecutive year that BMW has been title sponsor of our flagship PGA Championship at Wentworth, while in October our third BMW sponsored tournament of the season, the BMW Masters in China, will be the first tournament in our new Final Series, an initiative that is set to bring even more drama and excitement to the conclusion of The 2013 Race to Dubai.



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BMW has also been involved in The Ryder Cup since 2006, first as a sponsor and then, since 2010, as an Official Partner, helping to support the European Team and grow golf's premier team competition.

Common throughout all of this has been BMW's insistence on quality and their commitment to creating world class golfing occasions, all of which began with that first staging of the BMW International Open in 1989.

It goes without saying that we are extremely grateful for BMW's worldwide support over the past 25 years, and we look forward to the continuation of this partnership for many years ahead."

George O'Grady CBE
The European Tour Chief Executive



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Press Information

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25th BMW International Open: “We are grateful for the brilliant support”.

25 years of BMW in professional golf. The world's top golfers congratulate BMW on its anniversary.

Munich. BMW will celebrate an impressive anniversary when it stages the BMW International Open for the 25th time this year. Nobody is better qualified to comment on just how important BMW, as a partner of golf, has become over the past quarter of a century than the very best golfers themselves. This high esteem is expressed quite clearly in the “birthday greetings” received from world-class players past and present.

Rory McIlroy (2012 BMW Championship winner):

“Having played in so many BMW sponsored tournaments over the years, it was a real honour to finally win one of them at the 2012 BMW Championship in Crooked Stick. I hadn't realised they have been sponsoring tournaments for more years than I have been alive, that's actually scary, but it says a lot about the strength of the BMW brand. They really have a great global presence in golf, and we as players are always grateful for their brilliant support. I plan to cut my tournament count to about 22 this season, but 3 of those will be BMW sponsored events. I look forward to each of them and wish BMW all the best for another successful season in golf.”

Justin Rose (2011 BMW Championship winner):

“It's great to hear that this is BMW's 25th year in golf and we're very thankful for their continued support of our sport. I have very fond memories of the BMW sponsored tournaments, not only because I won the BMW Championship in 2011, but also because the BMW PGA Championships at Wentworth is a fantastic event in the UK that hosts the players in a first rate manner. Long may their fantastic relationship with golf continue.”



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Luke Donald (2011 and 2012 BMW PGA Championship winner):

"Well done to BMW on reaching its 25th year of sponsorship of the BMW International Open. The game of golf owes so much to sponsors like BMW. The continuous support year after year across the globe epitomises their dedication to our sport and for that we must all be extremely grateful. Having competed in so many BMW events, I know what a slick and professional job they do in running some of the biggest tournaments in golf. I cannot wait to return to Wentworth in May for the BMW PGA Championship to see if I can pull off a treble! A feat that would certainly go down as a career highlight. Congratulations again BMW. I look forward to many more of your events in the future."

Lee Westwood (2003 BMW International Open winner):

"Congratulations to BMW on reaching your silver anniversary in golf. Your impact on the game throughout this time has been enormous and the European Tour and the game in general would not be where it is today without your support. Here's hoping you reach your 50th."

Martin Kaymer (2008 BMW International Open winner):

"BMW has been a strong, generous and reliable sponsor of our sport for 25 years. The company does a fantastic job, not only for us players, but also for the spectators at BMW-organised events around the world. The manner in which BMW organises tournaments is unique. I can fully identify with the brand, and really hope that it will continue to support our sport in the future. Thank you, BMW!"

Bernhard Langer (1985 and 1993 Masters Tournament winner):

"BMW's commitment to golf has been magnificent! BMW is not only represented here in Germany with the BMW International Open, but right around the world – from the Ryder Cup to the BMW PGA Championship in England, the BMW Championship in the USA, and the BMW Masters in China, not forgetting its international series for amateurs. It all started with the BMW International Open in Munich at a time when golf was sometimes still confused with crazy golf here in Germany. A lot has changed since then. Nowadays you can safely say that very few golf sponsors in the world have been as committed to the sport over the past 25 years as BMW. Congratulations!"

Ernie Els (2012 Open Championship winner):



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"I send my congratulations to BMW on the anniversary of its 25-year sponsorship of the BMW International Open. The company has been a great supporter of the game of golf and they always run a great tournament. I've played in more BMW events than I can remember and have many happy memories, not only in Germany but all around the world. Actually I have BMW to thank for the biggest winning margin of my career – 13 shots – in the BMW Asian Open in Shanghai in 2005. Be nice to repeat that again some time! Anyway, great job guys. Here's to another 25 wonderful years."

Paul McGinley (European Ryder Cup captain 2014):

"BMW plays a leading role in the world of golf, with its relationship to tournament golf in all four corners of the world. Golf is very lucky to have such a leading brand associated with the sport and we look forward to hopefully many more years working together. I am very proud of my personal relationship with BMW, which presently spans 15 years. Like all professional golfers, I always enjoy BMW-sponsored tournaments, as the branding, organisation and high priority given to player care is something we all enjoy."

Greg Norman (1979 and 1986 Open Championship winner):

"Congratulations on reaching the silver anniversary of the BMW International Open. BMW's commitment to not only this tournament, but a comprehensive golf platform on both a professional and amateur level is the standard by which others are measured."

Gary Player (nine-time Major winner):

"The quality of BMW tournaments is a testament to the quality of BMW as a company, and also the quality of their commitment in the world of golf. BMW is making a difference in the game of golf around the world. As they celebrate 25 years of golf sponsorship, I congratulate them for the all that they have done to advance the game internationally. Since 1989, BMW has really emerged as a leading company promoting the truly global game of golf."





Fred Couples (1992 Masters Tournament winner):

"BMW has been a tremendous sponsor on the European Tour for many years, and congratulations on the 25th anniversary of the BMW International Open. I have enjoyed your hospitality playing the tournament, and we appreciate your help in creating this successful event."

Peter Hanson (2012 BMW Masters winner):

"BMW are fantastic supporters of golf, and continue to promote the game around the world through their events. Having played in many and won the 2012 BMW Masters, I have first-hand experience of the hospitality and service they offer to both players and spectators. It's understandable their impact on golf continues to grow on an international level!"

Sergio García (2012 Ryder Cup winner):

"BMW has created a perfect balance between the game of golf and their clientele for more than two decades. BMW's commitment to Golf is extraordinary and so important for professionals and the amateurs alike. I would like to congratulate the BMW International Open for 25 years of commitment and excellent golf. I have been lucky enough to play BMW events around the world and enjoyed every single one of them. BMW and Golf is a perfect match and I hope to play in many more tournaments in the future. "

Louis Oosthuizen (2010 Open Championship winner):

"Professional golf would not survive without its sponsors and they come no bigger or better than BMW. Their impact has been tremendous in the 25 years they have been involved in the game and the same high standards they set when they first got involved have been maintained to this day."

Charl Schwartzel (2011 Masters Tournament winner):

"Golf owes a huge debt to BMW for the impact it has made on the game for the last 25 years. Their events are run with feeling and care and I always enjoy myself when there is BMW in the title of the tournament. Well done and thank you."





Graeme McDowell (2010 US Open winner):

"I've been playing professional golf for over 10 years now, and BMW have always been huge supporters of the game during that period. Some of our biggest events, be it in Europe, Asia or the US, are sponsored by BMW and they are always great hosts. Personally, I'm a big fan of the BMW brand, I love driving their cars and am proud to be one of their global ambassadors. To think BMW have been supporting golf for 25 years now is incredible! I would like to thank BMW for all their support over the years, long may it continue, and I wish them every continued success."

Ian Poulter (2012 WGC-HSBC Champions winner and Ryder Cup hero):

"BMW have had a tremendous impact on professional golf around the world. BMW sponsors some of the most important worldwide tournaments. Those events always reflect the outstanding brand and performance for which BMW is known around the globe. My experiences at every BMW sponsored event is always awesome."

Darren Clarke (2011 Open Championship winner):

"BMW have been involved in professional golf a little longer than me and I have always been impressed by their attention to detail and commitment to running excellent events. They are an outstanding sponsor and all pro players owe them a great deal. Congratulations and I hope you enjoy the next 25 years as much as I have the last."

Retief Goosen (2001 & 2004 US Open winner):

"Over the last 25 years, BMW has been a permanent fixture on the European Tour. The professionalism and high quality of the brand are apparent at every event, at which BMW is involved. I have always enjoyed playing the BMW International Open: I made my first appearance at St. Eurach Land- und Golf Club in 1994, and have been lucky enough to play at most of the tournaments since then. Congratulations on the 25th anniversary."





Padraig Harrington (2003 BMW Asian Open winner):

"If you are playing a BMW tournament you know that you will experience a superbly efficient world class event, just like their cars. BMW is synonymous with world golf, not just through its various title sponsorships but also in the provision of transport at many events. Whilst my BMW Asian Open victory in 2003 was a great experience and a pivotal win in my career, BMW's various events have also provided many other memories, including those at Eichenried Golf Club in Munich - I lost in a play-off to Henrik Stenson in 2006, shot my lowest four round total ever but came second to John Daly in 2001 and remember the BMW Tuesday Shootouts, once beating Greg Norman, Seve and others."

Miguel Ángel Jiménez (2004 BMW International Open winner, 2004 BMW Asian Open winner and 2008 BMW PGA Championship winner):

"I cannot express enough the importance of BMW to the world of professional golf, and in particular to my own career. For over 20 years I have been lucky enough to play BMW sponsored tournaments around the world and every one of those events has been of the highest quality, innovative and memorable. To win both the BMW International Open and BMW Asian Open in 2004 was very special, however the highlight of my career to date was winning the BMW PGA Championship in 2008. I look forward to playing many more BMW tournaments in the future."

Henrik Stenson (2006 BMW International Open winner):

"BMW has been a fantastic supporter of golf for 25 years! To organize golf tournaments to the highest of standards around the world is not an easy task but I would dare to say that BMW does it the best! I congratulate BMW on their 25th anniversary and hope for another 25 years!"





Press Information

26th March 2013

25th BMW International Open: New Challenges.

Championship Course at Eichenried made even more challenging.

Munich. The story of the BMW International Open began in 1989 at Golfclub München Eichenried, as did BMW's commitment to professional golf. 25 years ago the course to the north of Munich was still brand new and hosting a big European Tour tournament for the first time. Since then, the Championship Course at the BMW International Open has matured with the tournament. The course has been the subject of some substantial modifications ahead of the 25th BMW International Open, with the aim of making it even more challenging.

"The way today's pros play makes it necessary to adapt our course," said Managing Director at Eichenried, Korbinian Kofler, "The players are hitting the ball further and further, leaving us with two options: to move the tee back or make the obstacles around the green more difficult. We opted for a combination of the two variants." Work is still in progress in Eichenried, but Korbinian Kofler is confident: "It will all be completed by the start of the tournament. I am looking forward to hearing what the pros make of the latest round of improvements to our course."

The 16th hole was modified last year. The green on the 292-metre (314-yard) par 4 is now a peninsula green. About three quarters of the putting surface is surrounded by water, thus demanding greater precision with approach shots into the green.

Eichenried has been subject to a further three alterations this year: the tee on the second hole, a par 3 that previously measured 190-metre (208-yard) from tee to pin, has been moved back by about 18 metres. On the sixth hole (par 5, previously 440 metres/481 yards), the tee box has been relocated in such a way as to allow an additional 40 to 50 metres, depending on the position of the tee.



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The final hole, the scene of many sporting dramas over the last 25 years, has also been improved in time for the anniversary tournament, and is now even more demanding. The bunker to the right of the green has been removed and replaced with a water obstacle. This increases the level of difficulty, especially for players thinking of attacking the green with their second shot on this 519-metre (568-yard) par 5.

An overview of the major changes to the Championship Course at Golfclub München Eichenried ahead of the 25th BMW International Open:

Hole 2: The tee has been moved back 18 metres.

Hole 6: The tee box has been moved back to allow an additional 40 to 50 metres (depending on tee location).

Hole 16: The green is now a peninsula green – about three quarters is surrounded by water.

Hole 18: The water to the right of the final green has been moved closer to the green, while the bunker previously in this position has been removed.





Press Information
26th March 2013

25th BMW International Open: Will the successful run continue?

Since 1989, the first hole-in-one on a certain hole has been rewarded with a BMW – last year, the pros took full advantage.

Munich. Ever since the first professional BMW golf tournament – the maiden BMW International Open in 1989 – the players have had their sights set on another prize as well as the winner's trophy. The pros can win a dream BMW with a hole-in-one on the right hole at any tournament. In keeping with the occasion, the car up for grabs at the 25th BMW International Open will provide another highlight: the new BMW M6 Gran Coupé.

In the 25-year history of the BMW International open, the pros have driven away with the Hole-in-One Car on four occasions. As is tradition, the “ultimate driving machine” once again awaits a new owner this year on the 173-metre, par-3 17th hole at Golfclub München Eichenried.

Last year, when the BMW International Open was held outside of Munich for the first time at the Championship Course at Gut Lärchenhof in Pulheim, near Cologne, it was England's Andrew Marshall whose second-round ace on the 17th hole was rewarded with the keys to a new BMW 640i Gran Coupé.

2012 turned out to be a bumper year for Hole-In-One Cars at BMW tournaments. Not only did a BMW change hands at the BMW International Open, but also a few days later at the Irish Open. As Official Car Partner, BMW once again offered a BMW 640i Gran Coupé for the first hole-in-one on the 14th and Englishman James Morrison duly obliged. Then in September, Spaniard Jorge Campillo picked up a BMW 640d Gran Coupé for his ace at the BMW Italian Open on the outskirts of Turin.



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Finally, in December, BMW rewarded a truly exceptional effort: another BMW 6 Series Gran Coupé was up for grabs for an ace on the 12 hole at the Alfred Dunhill Championship at Leopard Creek Country Club in Malelane (South Africa) – but only on Sunday's final round. South African Keith Horne remarkably shot two hole-in-ones on this very hole. Unfortunately for him, though, they came on the Friday and Saturday. However, the powers that be at BMW decided that Horne simply had to be rewarded for his extraordinary performance – and so he did receive a new car: a BMW ActiveHybrid 5.

The Hole-In-One Car at the 25th BMW International Open is, to a certain degree, the “big brother” of the car that brought the pros so much luck last season. The BMW M6 Gran Coupé impresses from the first instant, thanks to its powerful presence and perfectly-formed appearance. It stylishly combines breath-taking design and luxurious comfort with sportiness, in a way that only BMW can pull off. No doubt – the only thing not included in the new BMW M6 Gran Coupé is compromise.

Previous winners of a Hole-In-One Car at the BMW International Open:

| | | |
|------|-----------------------------|---|
| 1991 | Jay Townsend (USA) | BMW 325i Cabrio (hole 12, 4 th round) |
| 2001 | Raphaël Jacquelin (FRA) | BMW Z8 (hole 17, 2 nd round) |
| 2010 | Jean-François Lucquin (FRA) | BMW 535i (hole 17, 4 th round) |
| 2012 | Andrew Marshall (ENG) | BMW 6er Gran Coupé (hole 17, 2 nd round) |





Press Information

26th March 2013

BMW Golfsport – Driven by Passion.

BMW, the Global Golf Player.

Munich. BMW organises the only top-class tournament on German soil, in the form of the BMW International Open. The tournament's success story began back in 1989, and the event has gone on to establish itself as one of the most prestigious and popular on the European Tour. This year the BMW International Open celebrates its 25th anniversary.

It was with the inaugural BMW International Open that BMW started its commitment to professional golf a quarter of a century ago. Since then, the relationship between the Munich-based company and golf has grown year for year. As a strong and highly-regarded partner, it is now hard to imagine golf without BMW. The Bavarian manufacturer is also the only brand represented on all the major tours.

With the organisation of four professional tournaments, about 20 “Official Car” partnerships and the BMW Golf Cup International – an international series of tournaments for amateurs – BMW is the most important global golf player and also enjoys a particularly close relationship with the PGA European Tour, which BMW also supports as the “Official Car” at the Ryder Cup.

BMW is also held in very high esteem as a partner of golf by professionals around the world. Among these is Major-winner Martin Kaymer, who is a BMW Brand Ambassador.

BMW PGA Championship (European Tour).

Since 2005, BMW has been partner and title sponsor of the European Tour's flagship event at its headquarters in Wentworth, (England). With a prize purse of 4.75 million Euros, the championship is seen as the most prestigious title on the European Tour, outside of the Open Championship, and will this year take place from 23rd to 26th May.



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The 2012 BMW PGA Championship was billed as 'The Duel on the West', with Luke Donald's title expected to come under fierce challenge from the numbers one and three in the world, Rory McIlroy (NIR) and Lee Westwood (ENG), but the 2012 BMW PGA Championship ended with a rampant Donald winning by four clear shots and recapturing the number one spot at the top of the world rankings. The new world number one was received with rapturous applause by the huge galleries, which have become one of the trademarks of the European Tour's flagship tournament.

BMW International Open (European Tour).

The BMW International Open was first held in 1989 and this year celebrates its 25th anniversary (18th to 23rd June 2013, Golfclub München Eichenried). The event enjoys an excellent reputation among the pros. They particularly value the extraordinary conditions achieved by the organisers, BMW. These include the immaculately prepared course, as well as the seamless organisation, popular evening events and exemplary player care, including the BMW shuttle service and many test vehicles for the protagonists.

In 2012, the tournament was decided by a play-off for the seventh time in its history and the second year in succession: Danny Willett won the first BMW International Open at Golf Club Gut Lärchenhof. Having ended the tournament tied on -11 (277 shots) with Australia's Marcus Fraser, the Englishman came out on top in the play-off. Willett and Fraser played four extra holes before the 24-year-old emerged triumphant to claim his first title on the European Tour.

At 24 years and 265 days, Willett takes his place as the second youngest winner of the BMW International Open, behind 2008 winner and BMW Brand Ambassador Martin Kaymer, who was 23 years and 177 days old when he won. Over the course of the tournament week, 56,700 spectators followed the action on the Jack Nicklaus-designed Championship Course.

BMW Championship (PGA TOUR).

BMW has been title sponsor of one of the most important tournaments on the American PGA TOUR since 2007, in the form of the BMW Championship. The tournament, which features a prize purse of eight million dollars, forms the third of four Playoff tournaments and was crowned "Tournament of the Year 2012" by the PGA TOUR.



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140,000 thrilled spectators flocked to Crooked Stick Golf Club on the outskirts of Indianapolis, where Sunday's final round developed into a shoot-out between some of the biggest names in the golfing world. Early on in the round, the lead changed hands between former world number ones and the man currently at the top of the world rankings, Rory McIlroy (NIR). However, the Northern Irishman turned on the style over the back nine to secure his second Playoff victory in a row.

The hopes of the US fans rested on Phil Mickelson (USA, -18), who did shoot five birdies but lacked the consistency shown by the eventual winner. The left-hander carded a disappointing final round of 70 and, like Lee Westwood (ENG, -18), fell out of contention just as it looked as though the pair might put McIlroy under some real pressure. The fact that Mickelson and Westwood both had to settle for a share of second place was largely down to the young Northern Irishman's refusal to make a mistake – his only bogey of the final round coming on the 18th hole when already had everything sewn up. The 2013 BMW Championship takes place from 9th to 15th September 2013 at Conway Farms Golf Club in Chicago.

BMW Masters (European Tour).

The inaugural BMW Masters was held in October 2012 with an impressive seven million dollars in prize money up for grabs. The event saw BMW return to China after an absence of four years. As early as the start of the new millennium, BMW was one of the first brands in the world to recognise the growing enthusiasm for golf in Asia and organised a European Tour tournament between 2001 and 2008, in the form of the BMW Asian Open.

Sweden's Peter Hanson won the first BMW Masters at Lake Malaren Golf Club in Shanghai. Four of the top five players in the world rankings teed off at the inaugural event, held on the Jack Nicklaus-designed Masters Course, with 28 of the top 30 in the European Tour's "Race to Dubai" in action in Shanghai. A thrilling finale saw Hanson hold his nerve to triumph against some of the biggest names in golf. World number one Rory McIlroy (-20) and Luke Donald (-17) had to settle for second and third behind Hanson. Ian Poulter (-16) in fourth completed the quartet of victorious Ryder Cup stars at the top of the leaderboard.





The 2013 BMW Masters takes place from 24th to 27th October and will take on even greater importance this year: the tournament will form the first event of the European Tour's new "Final Series", which will add even more drama and tension to the closing stages of the "Race to Dubai".

Ryder Cup.

The biannual Ryder Cup is the most important event on the golfing calendar and has been intrinsically linked to BMW since 2006. BMW was the Official Car Partner at Ireland's K Club when Ian Woosnam's European team put the US stars in their place with an 18.5:9.5 victory.

When the best golfers from the USA and Europe met for the next time at Valhalla Golf Club, BMW was also involved as Official Car Partner to the team from the "old continent". The Americans gained revenge in 2008, winning 16.5:11.5 in Louisville, Kentucky.

BMW was Partner and Official Car of the event for the first time when the 2010 Ryder Cup came to Newport, Wales. A win for Graeme McDowell in the very last match ultimately gave Europe the 14 ½ to 13 ½ victory they needed to win back the Ryder Cup Trophy.

In 2012, "Monty's" successor José Maria Olazábal masterminded the successful defence of the title in an equally dramatic contest at Medinah Country Club in the US state of Illinois. This time it was down to BMW Brand Ambassador Martin Kaymer to sink the crucial putt on the 18th green to win his match against Steve Stricker and ensure the Ryder Cup would return to Europe. Having been well behind Team USA going into the singles, the European team eventually won 14.5:13.5.

BMW will once again be present as Partner and "Official Car" when the Ryder Cup celebrates its 40th anniversary in 2014 at Gleneagles, Scotland (26th to 28th September 2014).





BMW Golf Cup International.

The BMW Golf Cup International – the world’s largest and most attractive series of tournaments for amateurs – was launched in 1987. Up to 100,000 golfers from over 40 countries enter the many qualifying tournaments in an attempt to reach the annual World Final, which is held every year at a spectacular venue.

The World Final of the 2012 season took place at the start of March 2013. The highlight of the 26th BMW Golf Cup International was held at the beautiful Fancourt Golf Resort, nestled in the breath-taking scenery on the South African “Garden Route”, and saw 137 players from 47 countries compete to win the largest international tournament series for amateur golfers.

After three exciting rounds on the Gary Player-designed Montagu and Outeniqua courses, the “home” team from South Africa eventually triumphed in the national team competition.

The winners were presented with their trophies by their most famous compatriot – in golfing circles at least: Gary Player. The “Black Knight” had previously held an exclusive golf clinic for all the tournament participants, during which he impressed them with his wealth of experience and charm.

You can find the latest press releases, media folders and copyright-free images for editorial purposes regarding the sporting activities of the BMW Group at:

www.press.bmwgroup-sport.com

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BMW and golf – the “Global Golf Player”.

BMW first became involved in professional golf when the BMW International Open was held for the first time in 1989. In the meantime, BMW has become a strong, highly respected, integral partner of the golfing world and 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) made its debut in 2012, it featured one of the biggest prize funds on the European Tour and a world-class field. On the PGA TOUR, the BMW Championship is one of the most important golfing 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 by providing the “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.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries. In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees. The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

