



Press Information

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25th BMW International Open: Martin Kaymer up close and personal.

In a preview interview, the BMW Brand Ambassador talks about his victory in 2008, his love of cars, and his goals.

Munich. Thousands of German flags around the 18th green and wild celebrations as the winning put drops obediently into the hole: Martin Kaymer made history with his victory at the 2008 BMW International Open. The BMW Golfsport Ambassador became the first home-grown player to win the only European Tour event in Germany. Back then, the BMW International Open was celebrating its 20th anniversary. Five years later, the tournament is set for another big birthday in 2013. And Kaymer will be back again to thrill the fans at Golfclub München Eichenried.

Speaking in an interview, Kaymer discusses the 2008 success, the attraction of speed, and the “Miracle of Medinah”. The German also allows an insight into his private life and reveals a secret. The complete interview will be published as part of a book to mark the 25th anniversary of the BMW International Open, which will be launched during the tournament week.

Mr. Kaymer, can you remember when you first heard of the existence of a BMW International Open?

Martin Kaymer: “When I was crowned Austrian amateur champion in 2003, the national coach told me I might have done enough to earn an invitation to the ‘BMW Open’. At first I had no idea what tournament he was talking about. When I then actually received the invitation, I knew what he meant. And when I arrived in Eichenried, I was completely overwhelmed.”

By what, in particular?

Kaymer: “There were free Titleist balls on the driving range! I immediately took a BMW M3 for a test drive, and the Players’ Party was obviously also a highlight. With all the great distractions, it is a wonder I actually made the cut back then.”



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The last time the BMW International Open celebrated a big anniversary – its 20th – you won the tournament. In doing so, you became the first ever German winner. Now we are all set for the 25th anniversary – a great opportunity to repeat your feat of five years ago.

Kaymer: “Let’s see what happens. As a rule, I’ve done quite well when at the BMW International Open in Eichenried. I can still remember the amazing atmosphere when I won in 2008, with all the German flags in the stands around the 18th. Unbelievable.”

It is traditional for admission to be free apart from on the weekend at the BMW International Open. Free entry on Thursday and Friday – how important is that to the sport of golf?

Kaymer: “That is something very positive, a good idea that is definitely good for our sport. You can recognise the positive involvement of the people at BMW in this idea. They want to make the tournament bigger and more popular – and have been striving to achieve that for the last 25 years. Name me one tournament on the European Tour that has existed with the same title sponsor for anywhere near as long...”

...there isn’t one.

Kaymer: “That speaks for itself.”

As we know, you are a keen driver. Can you remember when you first became interested in cars?

Kaymer: “That must have been 1998 or 1999. I was 13 or 14 years old and started to go karting. Back then, I was even a member of a club and did a kart driver’s license course. It was the smell in the air that I liked – the smell of petrol and engine oil.

Then your real driving test must have been a stroll in the park for you ...

Kaymer: “Not exactly. I actually failed first time around.”

Really?

Kaymer: “Yes. Twenty five minutes into the practical exam I failed to spot some people on a zebra crossing. The examiner just said to me: ‘Come on, let’s go back.’ I could drive ok, but did not necessarily observe all the rules back then.”





But there is no need for pedestrians to be concerned about Martin Kaymer the driver nowadays, is there?

Kaymer: "No, of course not. I just really enjoy driving – and I passed my test at the second time of asking anyway."

What was the first car you ever owned?

Kaymer: "A MINI, which I bought in 2009. Before then, I was always privileged to have BMW support me with regard to cars – first the branch in Mettmann, then the headquarters in Munich. Therefore, I have been driving BMWs since I was 17."

17? But you have to be 18 to get a driver's license ...

Kaymer: "Because I was a member of the national amateur team back then, I was allowed to take my test a little earlier than other people. However, we were only allowed to drive to practice and tournaments."

What do you like about BMWs?

Kaymer: "It is always great fun to be sat in a BMW. I find the interior super, it is not so square – especially compared to other luxury brands. The design is rather sporty and minimalist. I like the colour design and, particularly in M models, the steering wheel. It is just very comfortable to touch – not so soft, but relatively hard and very sporty. You can easily sit in the cars for five or six hours at a time, and it is just a pleasure to drive these cars."

How important is speed to you?

Kaymer: "I am not that interested in the pure speed of a car. Travelling at 250 or 280 km/h on the motorway does nothing for me. I prefer driving round a course. I would go for driving technique first, then speed. I have really enjoyed such driver training courses in the BMW Z4, and then later in my BMW M3."

What does the partnership with a brand like BMW mean to you?

Kaymer: "BMW is simply right for me. I can identify 100 per cent with the brand. It is a sporty company, which is always developing in the right direction. The people I have been working together with for years at BMW are great. And let's not forget BMW has been committed to the sport of golf for 25 years. It is a strong global partner. Everything fits together perfectly. BMW is a great company, with which I would like to continue working for more than just a few years, but rather a very long time."





Can you still remember how the cooperation with BMW began?

Kaymer: "Yes, it began when I received an invitation to Munich for the BMW International Open as a 17-year-old. Then the head of the BMW branch in Mettmann, who was a member of our golf club, asked me whether he could lend me a car for the journey to Munich. That made me very proud."

You are known as a world-class golfer, Major winner, Ryder Cup hero and, of course, as the only German winner of the BMW International Open to date. We know relatively little about the man behind these sporting achievements. It seems always to have been important to you to keep your private life private.

Kaymer: "Let's put it this way: earlier in my career I often preferred to say nothing, because I had the feeling I needed to get to know this professional world first. I was reserved, maybe even shy. I have learned a lot more about myself since playing on the Tour. I meet a lot of people, learn about a diverse range of cultures all over the world, and give countless interviews. And yet I am often amazed that one or two people are surprised that I have my own opinion or take a certain stance on various things. Or that I show emotion and come out of my shell after the decisive putt for Europe in the Ryder Cup. Do you know what: I may seem quiet, and some may feel I am well-adjusted, but I live my own life and have definite values. One of these is to maintain a certain demeanour."

Would you like to reveal a secret about yourself, that nobody knew until now?

Kaymer: "I enjoy listening to classical music – particularly quiet pieces. I have an online radio app on my mobile phone, from which I can select classical music. This allows me to listen to various titles and, by my selecting 'Like' or 'Not Like', the app can then offer me similar music. That way I am able to learn a bit about composers and their style of music."

You currently live in Düsseldorf and Scottsdale. Is there anywhere in the world you can imagine living in the future?

Kaymer: "I can well imagine living in Germany all my life. Preferably around Munich, as I just really like it there. I value the quality of life: you have a lot of lakes in the region, and mountains for skiing. Generally speaking, I have very fond memories of the city. I like the people there and there are some very good restaurants. However, it all depends on what I plan to do with my life – I do not have a wife yet, let alone a





family. When I do have my own family, it will have to be happy at home, wherever it may be.”

The putt that secured the Ryder Cup for Europe. Can you talk us through that moment last year again. What was going through your head?

Kaymer: “I was actually just concentrating on the basics. I was not shaking and did not hesitate. I was well aware of what I had to do. I knew the putt had to drop. This is all that counts now. This is for everything. I had great faith in myself. I saw where I had to aim – and holed it. My thoughts were clear at all times.”

You have already won one Major, in the form of the US PGA Championship. However, you once said that your greatest dream would be to win the Open Championship.

Kaymer: “Yes, if I could choose one Major, it would be the Open Championship. And if I had another wish, I would like to win it at St. Andrews in 2015 – a year before the Olympic Games in Rio de Janeiro, where golf will be back on the menu.”

Note to editors:

The first highlight of the BMW International Open week is the “TEE Time” in the English Garden. The players present will be Ernie Els, Sergio García, Dustin Johnson, Maximilian Kieffer, Matteo Manassero, Miguel Ángel Jiménez and Marcel Siem. Meeting point for media representatives, photographers and TV crews is the Monopteros at 16:30 on Tuesday 18th June. The “Opening Show Event” will begin there at 17:00. A traditional Bavarian ‘Brotzeit’ (snack) at the Chinese Tower will provide an attractive photo opportunity with the golf stars.

Please ensure you are accredited in advance, by sending an Email to:
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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 two 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 is particularly close. BMW is “Official Car” of the European Tour and the Ryder Cup. 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



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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.



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