



Press Information

18<sup>th</sup> June 2013

## **25<sup>th</sup> BMW International Open: Golf stars transform the English Garden into the Championship Course.**

From the Monopteros and the Chinese Tower to Kleinhesseloher See: “TEE Time” in the heart of Munich thrills golf fans.

**Munich.** Bright blue skies, well over 30 degrees Celsius and green grass as far as the eye can see: this is how the people of Munich love the English Garden – and the “Green Lung” in the heart of the Bavarian capital was at its brilliant best for the golf stars at the “Opening Show Event” ahead of the 25<sup>th</sup> BMW International Open.

Ernie Els (South Africa), Sergio García (Spain), Dustin Johnson (USA), Maximilian Kieffer (Germany), Matteo Manassero (Italy), Miguel Ángel Jiménez (Spain) and Marcel Siem (Germany) descended on the vast expanse of parkland – a favourite spot for residents of Munich and tourists to escape from the stress of everyday life and enjoy the sun – and put on a spectacular show to mark the opening of the 25<sup>th</sup> anniversary celebrations on Tuesday. In the grand finale at the “Seehaus Beer Garden”, it was Kieffer who received a BMW bike as reward for his first win of the tournament week.

The illustrious group of golfers kicked off proceedings at the Monopteros. The first round of the “Nearest-the-pin” competition began from a specially constructed tee at the foot of the circular temple, which was built in 1836 and boasts a wonderful view of Munich city centre with its countless landmarks. The honour of hitting the first shot of the competition went to Open Champion Els. The pros – accompanied by hundreds of spectators – then made their way to the Chinese Tower, where they refuelled with an original Bavarian ‘Brotzeit’ (snack) and refreshing drinks. From there, the ‘Magnificent Seven’ were taken by rickshaw to the second hole in the Werneckwiese area of the English Garden. The final challenge awaited them at the “Seehaus Beer Garden”: a spectacular island green in the middle of Kleinhesseloher See (Kleinhesseloher Lake).



OFFICIAL  
PARTNER



Two direct hits gave Kieffer three points overall – sufficient to win the competition between the top stars. “I always have too much luggage on my flights anyway,” joked the BMW Golfsport Ambassador. “But I will definitely make room for the BMW bike. That was really a great event today and a completely new experience. To play golf in the middle of a city, in a world-famous park – that is not something you do every day. I think it did a very good job of bringing golf to the people. I was positively surprised how many fans were watching us. I had great fun in the English Garden.”

The other pros were also thrilled by their very special round of golf. Jiménez enjoyed his time with the spectators and his visit to the English Garden. “I have played at the BMW International Open here in Munich countless times, but never experienced anything quite like that. The atmosphere was superb and the weather fantastic. What more can you ask for to kick off the week?” Siem was also making his debut in the world-famous park: “I have never done anything like that before,” said the local favourite: “That is the ideal way to show people how great our sport is – and that we are ok guys. It is great to be so close to the fans. This is how it should be.”

After the eventful start in the heart of the city, the action now shifts to Golfclub München Eichenried on Wednesday, where the pros will take on the Championship Course alongside celebrities from the worlds of sport and entertainment, as well as fortunate amateurs, at the Pro-Am tournament. Among those teeing off will be heavyweight champion of the world Wladimir Klitschko and Thomas Müller from triple-winning FC Bayern Munich.

**If you have any questions, please contact:**

BMW Sport Communications

Nicole Stempinsky

Phone: +49 89 382 51584

Email: [Nicole.Stempinsky@bmw.de](mailto:Nicole.Stempinsky@bmw.de)

Internet: [www.bmw-golfsport.com](http://www.bmw-golfsport.com)

**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



OFFICIAL  
PARTNER



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 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.



OFFICIAL  
PARTNER