



Press Information
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BMW Championship earns PGA TOUR's Tournament of the Year Honor.

This year's tournament in Chicago also wins "Best On-Site Staging" award.

Munich. For the second year in a row, the BMW Championship was named the PGA TOUR's Tournament of the Year at the TOUR's Tournament Meetings on Thursday, December 5, at TPC Sawgrass in Ponte Vedra Beach, Fla.

The award was one of two earned by the 2013 BMW Championship, which also won the "Best On-Site Staging" award for this year's tournament at Conway Farms Golf Club in Lake Forest, Ill.

Conducted by the Western Golf Association, the 2013 BMW Championship raised over \$2.5 million for the Evans Scholars Foundation bringing the total raised through the BMW Championship to over \$17 million since the tournament's inception in 2007. The Evans Scholars Foundation is the WGA's 83-year-old sister organization which has been sending caddies-to-college since 1930.

The penultimate event in the FedExCup Playoffs, the BMW Championship was one of the top attended tournaments on the PGA TOUR in 2013, attracting more than 130,000 spectators to Conway Farms Golf Club outside Chicago.

"On behalf of the PGA TOUR, I am pleased to congratulate the BMW Championship for being named the best among its peers on TOUR," said PGA TOUR Executive Vice President and Chief of Operations Andy Pazder. "The tournament committee should be proud of the special recognition the event has earned for its efforts."

Benchmarks achieved by the BMW Championship in 2013 – in the areas of revenue growth, charity integration, attendance, corporate sponsor satisfaction, host club and community support, title sponsor integration, player satisfaction and fan enjoyment – were all significant factors in the event being named Tournament of the Year, TOUR officials said.



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Former Masters Champion Zach Johnson won the BMW Championship for the first time and tenth overall victory on the PGA TOUR.

"I would like to congratulate the BMW Championship on being named as the PGA TOUR's Tournament of the Year for the second year in a row," Johnson said. "It's an honor to be the champion of such a prestigious event."

The 2012 BMW Championship, held at Crooked Stick Golf Club in Carmel, Ind. and won by Rory McIlroy, was named the TOUR's Tournament of the Year last year.

"Given the caliber of the more than 40 outstanding events on the TOUR each season, it is incredibly humbling to receive this honor for the second year in a row and the third time since 2008," said Western Golf Association senior vice president of tournaments Vince Pellegrino. "The WGA shares this award with our title sponsor, BMW of North America, with whom we've had a strong partnership for the last seven years."

The BMW Championship was named Tournament of the Year in 2008, when Bellerive Country Club in St. Louis hosted the event.

BMW leveraged its sponsorship in numerous ways, including providing BMW owners many benefits such as complimentary tickets, exclusive parking and shuttle transportation on-site, concierge service, as well as, a private BMW Owners' Pavilion hospitality area featuring some of the best views of the course and exclusive live viewing opportunities at the Golf Channel Studio. In addition, tournament patrons were treated to a 10,000 square foot BMW Experience exhibit area featuring a variety of new BMW models on display, and premium concession and merchandise areas, the TOUR noted.

The WGA also succeeded in its multi-tiered integration of the tournament's charitable mission, the TOUR said. For example, Evans Scholar alumni – many of whom graduated from college decades ago - served as caddies in the Monday and Wednesday Pro-Am events - and donated their tips to the Evans Scholars Foundation. Additionally, BMW awarded a four-year scholarship to the Evans Scholars Foundation when Hunter Mahan recorded a Hole-in-One on the 17th hole during the tournament's third round. Mahan's Hole-in-One also earned him a BMW i3, BMW's first all-electric vehicle.





Corporate hospitality sales were highly successful thanks in part to Corporate Supporter Workshops leading up to the tournament. Prior to the event, tournament sales and support teams scheduled a private venue walk-through with individual corporate hospitality customer representatives. During the tournament, each venue was staffed with hospitality liaisons to ensure all needs were met.

Players had the opportunity to test drive some of BMW's newest vehicles throughout the week along with a unique "BMW M Power Driving Experience." BMW also staged a table tennis exhibition for PGA TOUR players to challenge Timothy Wang, who competed as a member of the 2012 U.S. Olympic Table Tennis Team in London.

The 2014 BMW Championship is set for September 1-7 at Cherry Hills Country Club outside Denver, Colo.

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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 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 features one of the biggest prize purses on the European Tour and a world-class field. 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.



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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.



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