

BMW International Open 2014



Press Information
20th June 2014

BMW International Open: Information for visitors.

Free admission, free parking, tournament app and a diverse and entertaining programme at Germany's only European Tour event.

Cologne. Next week the waiting is over: the BMW International Open (24th to 29th June, GC Gut Lärchenhof, Pulheim/Cologne) returns to the Rhineland region of Germany for the second time. The only European Tour event in Germany opens with the **entertaining Opening Show Event at 17:00 on Tuesday**. This is followed on Wednesday by the Pro-Am tournament, featuring **Olympic gold medallists, football stars** and big names from the worlds of sport and show business. On Thursday, the stage belongs to the pros, led by world number two Henrik Stenson and the new US Open champion Martin Kaymer. **Admission is free on Thursday and Friday.**

Given normal weather conditions, there is sufficient **free parking** on the tournament premises (address for Sat Navs: Golf Club Gut Lärchenhof, Am Steinwerk, 50259 Pulheim). However, **adverse weather** can result in it not being possible to use the car parks on the tournament premises. In this case, visitors will be diverted to alternative car parks, from which **free shuttle buses** will ferry visitors to and from the tournament.

Visitors can check whether there are sufficient parking places at the tournament, or whether they should head to the alternative car parks, before leaving for the tournament. Simply go to **www.bmw-golfsport.com** or use the **BMW International Open App** (available for iOS and Android).

For those using public transport, a **free shuttle bus service will run to and from the Köln-Worringen S-Bahn station** (S-Bahn line S11). This service is in operation from Thursday to Sunday (26th to 29th June) from 07:00 to approx. 20:00.

The **Public Area** (open from 08:00 to the end of play every day from 25th June) once again features exhibitors and shops from the world of golf and BMW driving pleasure, as well as culinary delights. Highlights include the **BMW iDrive Course**, on which the fully-electric **BMW i3** can be tested, the **BMW i8** hybrid sports car on display, the **"Ryder Cup Experience"**, at which visitors can win tickets to the Ryder Cup, and the **BMW Goal Wall** with attractive prizes up for grabs every day.

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The free BMW International Open App allows golf fans to keep up to date with more than just directions to the tournament. Anyone with an iPhone, iPad or Android smartphone can download the App via the iTunes Store or Google Play.

Push notifications are sent directly to smartphones or tablets, informing users of the latest important events and ensuring golf fans are always kept up to date. Live scoring, news (also with a push notification service), player tracker and detailed background information make the App an entertaining and useful companion at the tournament.

Note to editors: You can find the latest press releases, media folders and copyright-free images for editorial purposes regarding BMW's sporting commitments online at: www.press.bmwgroup-sport.com

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The BMW Group

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As of 31 December 2013, the BMW Group had a workforce of 110,351 employees. The success of the BMW Group has always been based 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.