

For Release: September 4, 2014

Contact: Stacy Morris
Corporate Communications Manager
BMW of North America, LLC
(201) 370-5134 (m)
Stacy.Morris@bmwna.com

2012 BMW Championship Winner Rory McIlroy Takes a Different Kind of Drive in the All-New BMW i8 During the 2014 BMW Championship.

Woodcliff Lake, N.J. (September 4, 2014) – As the 2014 BMW Championship revs up at Cherry Hill Country Club in Cherry Hills Village, Colo., 2012 BMW Championship winner Rory McIlroy hopped in the revolutionary plug-in hybrid BMW i8 to reflect on his incredible season. Each of the top 70 players on the PGA TOUR at the BMW Championship received a BMW to drive for the week. McIlroy stood out in the BMW i8 and the other players were given a BMW 7 Series, the flagship sedan, to drive for the week.

During the 2014 BMW Championship tournament play, the BMW i8 is the featured hole-in-one vehicle on the 15th hole and is on display in the BMW Experience. The first player to score a hole-in-one on the 15th hole during the tournament will receive the BMW i8.

With its futuristic design and groundbreaking technology, the BMW i8 plug-in hybrid vehicle is the world's most forward-looking sports car made with carbon fiber. The BMW i8 offers an exhilarating driving experience, going from 0-60mph in just 4.2 seconds. The BMW i8 will be available in the U.S. in early autumn of 2014 at a base MSRP of \$135,700.

Footage and Images of Rory's interview reflecting on his season in the BMW i8 is available for download at: [ftp.rubenstein.com](ftp://ftp.rubenstein.com) username: BMW; password: champBMW2014 *File name is: BMW i8 FEATURE.

All press releases, downloadable photos and videos regarding the 2014 BMW Championship are available at: www.BMWUSANews.com/BMWChampionship

For updates during The 2014 BMW Championship, follow the conversation with:

- Facebook: www.facebook.com/BMWChampionship

- Twitter: @BMWChamps, @PGATOUR, @WGAESF, @CHCCcolorado
- Instagram: @BMWChamps, @PGATOUR, @BMWUSA
- Hashtags: #BMWChamps #BMWGolf #PGATOUR #FedExCup

#

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 120 MINI passenger car dealers, and 35 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

About the BMW Championship

The BMW Championship dates back to 1899 when it debuted as the Western Open, making it the third-oldest tournament on the PGA TOUR schedule, behind only the British Open and U.S. Open. BMW has sponsored the tournament since 2007 when it became the penultimate event of the PGA TOUR's FedExCup Playoffs. The BMW Championship features a field of 70 players to determine the final 30 players for the FedExCup finale at the TOUR Championship by Coca-Cola in Atlanta. All net proceeds from the BMW Championship benefit the Evans Scholars Foundation, which grants full college scholarships to deserving young caddies. Since BMW became title sponsor, the tournament has contributed more than \$16 million to the Evans Scholars Foundation.

The 2014 BMW Championship will be contested Sept. 4-7 at Cherry Hills Country Club in Denver, Colo. This marks the first time since the 1985 PGA Championship that PGA TOUR players will compete at Cherry Hills Country Club. The BMW Championship will be added to a long history of championships hosted at Cherry Hills: 2012 U.S. Amateur, 2005 U.S. Women's Open, 1993 U.S. Senior Open, 1990 U.S. Amateur, 1985 PGA Championship, 1983 U.S. Mid-Amateur, 1978 U.S. Open, 1976 USGA Senior Amateur, 1960 U.S. Open, 1941 PGA Championship, 1938 U.S. Open. The Golf Channel and NBC will provide more than 18 hours of television coverage during the four rounds of the BMW Championship.

#