



Press Information

28<sup>th</sup> September 2014

## **Ryder Cup: Europe defends its title in style in Gleneagles – Ian Robertson: “Another chapter in the success story of the partnership between BMW and the European Tour”.**

250,000 fans celebrate the sport’s most spectacular competition and victory for the European team at the home of golf.

**Gleneagles.** For two years golf fans around the world have been waiting for this moment: the Ryder Cup will remain in European hands until 2016. Europe’s top golfers defeated US captain Tom Watson’s men 16.5:11.5 in Gleneagles, Scotland. BMW was involved as Official Partner for the second time in 2014, and has now been a strong supporter of this unique inter-continental showdown for eight years. BMW holds the global rights (except North America and Canada) as Official Partner for the 2014 and 2018 Ryder Cups. When the USA hosts the 2016 Ryder Cup, BMW will once again be involved – this time as partner of the European team.

“Congratulations to captain Paul McGinley and the European team on successfully defending the Ryder Cup. It has been a hard-fought match with a deserved winner,” said Dr Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. “Thank you to both teams and the fantastic fans in Gleneagles for creating such memorable moments. The 40th Ryder Cup truly lived up to everyone’s expectations and has added another chapter to the success story of the partnership between BMW and the European Tour. It is a cornerstone of all our sponsorship commitments that we aim to create a special experience for everyone involved by highlighting BMW’s premium philosophy, while striving for a relaxed and friendly atmosphere. I believe we have achieved this with noteworthy success in the world of golf, the Ryder Cup being a perfect example of our philosophy.”

Two years after the European team’s spectacular comeback, having – like the USA in Gleneagles this time around – trailed 6:10 going into the final day, there was to be no repeat of the “Miracle of Medinah”. The Europeans, particularly Justin Rose (England, four points from five matches), Henrik Stenson (Sweden, three from four), rookie Victor Dubuisson (France, 2.5 from three) and Graeme McDowell (Northern Ireland, three from three), who were the standout players in a strong team performance, were not to be denied in the singles on Sunday. Europe has now won the most prestigious trophy in golf on eight of the last ten occasions. U.S. Open champion Martin Kaymer contributed to the European triumph with two points from four outings.



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BMW also contributed to an unforgettable experience for the spectators at the course, and provided 180 cars for players, organisers and guests. Hundreds of golf fans also celebrated the European success on Sunday at the sold-out public viewing in the BMW Welt building at the group's headquarters in Munich. BMW Golfsport Ambassador Max Kieffer was on hand to offer professional insights as events unfolded in Scotland.

The victorious Ryder Cup team now has little time to celebrate before they join the rest of the stars on the European Tour for the closing stages of the season. As it did last year, the "Final Series" kicks off with the BMW Masters (28<sup>th</sup> October to 2<sup>nd</sup> November, Lake Malaren Golf Club, Shanghai). The Chinese metropolis can look forward to welcoming numerous Ryder Cup winners. The heroes from Gleneagles, Rory McIlroy, Henrik Stenson, Justin Rose, Ian Poulter, Graeme McDowell and Thomas Björn, have already confirmed their attendance. They will be joined by vice-captain Miguel Ángel Jiménez, four-time major winner Ernie Els, defending BMW Masters champion Gonzalo Fernández-Castaño, and the number one Chinese pro Wu Ashun.

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](http://www.press.bmwgroup-sport.com)

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