



Media Information

16<sup>th</sup> April 2015

## **BMW supports the German bid to host the 2022 Ryder Cup.**

As a partner of the bidding organisation “Ryder Cup Deutschland”, BMW aims to help bring the prestigious inter-continental competition between Europe and the USA to Berlin.

**Munich.** BMW is expanding its involvement in the world of golf by supporting RC Deutschland GmbH's bid to host the 2022 Ryder Cup in Berlin. Germany is proposing to host the unique team competition between Europe and the USA on the “Faldo Course” at the A-Rosa Scharmützelsee resort (Bad Saarow, Brandenburg), but faces opposition from rival bids from Spain, Italy and Austria. Should Germany be given the nod by Ryder Cup Europe LLP this autumn, the 2022 Ryder Cup would mark the first time the tournament has been played in Germany, and only the third time in continental Europe after 1997 (Spain) and 2018 (France).

“Not only is Germany the home of BMW, but it was also here that we launched our involvement in international, professional golf with the first BMW International Open back in 1989,” said Dr Steven Althaus, Director Brand Management BMW and Marketing Services BMW Group. “BMW is a global golf player, a strong partner of the European Tour, and partner of the Ryder Cup since 2006. BMW will be the partner once again in 2018, when the Ryder Cup is held on European soil in Paris. Bringing this unique and prestigious competition to Germany for the first time is a challenge we will rise to with great commitment. We are pleased to be able to bring a major global event like the Ryder Cup to the German capital, Berlin. We would be delighted to share this exciting time with sports fans from all over the world. We are confident that this will allow us to make a valuable contribution to the promotion of golf in Germany.”

The so-called “bid book”, the official bid documents, must be submitted to Ryder Cup Europe LLP by 30<sup>th</sup> April. The BMW International Open, which celebrates its 27<sup>th</sup> birthday this year, will also play a key role in the overall concept of the bid.



“The BMW International Open allows us to make a valuable contribution to the bid to host the 2022 Ryder Cup in Germany. This is something we are very proud of,” said Stefanie Wurst, Head of Marketing BMW Germany. “Should Germany be given the nod to host the Ryder Cup at the A-Rosa resort Bad Saarow, we will evaluate a corresponding tournament concept for the BMW International Open for this course. This would also allow us to address new target groups and generate greater enthusiasm for the game of golf. We see this as a great opportunity. To stage the BMW International Open on the renowned Faldo Course, which is regarded as one of the best and most challenging courses in Germany, would further raise the sporting status of our tournament. Furthermore, Berlin is an important location for BMW. We have a BMW factory and a renowned BMW dealership in the capital. As title sponsor of the BMW BERLIN MARATHON, we are also a permanent fixture on Berlin’s sporting calendar.”

The front man at RC Deutschland GmbH is Marco Kaussler, long-term tournament director of the BMW International Open. Kaussler said: “We are delighted that we can count on the support of a global brand like BMW, and that we can call on its many years of experience as a partner on the international, professional golf scene. This gives the bid a huge boost. We are confident that, with BMW as an economic partner, we can achieve our goal and bring the Ryder Cup to Germany.”

Paul McGinley has enjoyed much great success in the Ryder Cup, most recently as the victorious European captain in Gleneagles in 2014. “BMW is one of the most important partners of the European Tour and has also been involved in the Ryder Cup for many years,” said McGinley. “I am sure Germany will have a strong bid with both BMW and Allianz on board.”

Claus M. Kobold, President of the German Golf Federation, said: “We are very proud to have BMW on our side for the bidding process for the 2022 Ryder Cup. BMW is one of the biggest partners of international golf and has been a hugely successful organiser and title sponsor of outstanding professional tournaments for over two decades. The support, expertise and reputation of BMW in the world of golf will further strengthen the German bid.”



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