

# BMW International Open 2015



Media Information

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## **BMW International Open 2015: Martin Kaymer, Henrik Stenson and Camilo Villegas to tee off in Munich.**

Long list of world-class pros confirmed for the 27th staging of the iconic tournament. Official opening at the Olympic Park.

**Munich.** Two years after the magnificent 25th anniversary of the BMW International open, the prestigious European Tour event returns to Munich. From 23rd to 28th June 2015, Golfclub München Eichenried will host the tournament, which launched BMW's commitment to professional golf back in 1989. At the 27th staging of the BMW International Open, organiser BMW will once again present a world-class field in the unique atmosphere, for which BMW golf tournaments have become so valued by players and spectators around the world.

"In June, the BMW International Open returns to Munich – back to the home of the BMW headquarters and the city that first hosted the tournament more than a quarter of a century ago," said Stefanie Wurst, Head of Marketing BMW Germany, at today's opening press conference at the BMW flagship showroom at Lenbachplatz in Munich. "No other European Tour event has been held under the same name for such a long time. This year, the eyes of the golfing world will once again be on Munich. With a high-class field and varied fringe programme, we will again thrill spectators and enrich the German sporting calendar with an excellent event. I am particularly pleased that we are able to present the new BMW 7 Series as the BMW Hole-in-One Award, even before its launch. That promises to be yet another highlight."

Tournament Director Marco Kaussler was able to announce a number of big names at the press conference, spearheaded by two-time major winner Martin Kaymer – currently the only German to win the BMW International Open – world number three Henrik Stenson (Sweden), and four-time PGA TOUR winner Camilo Villegas. The Colombian, whose maiden PGA TOUR victory came at the 2008 BMW Championship, makes very few appearances in Europe.



Städteutsche Zeitung



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“While Henrik Stenson and Martin Kaymer have been an institution at the BMW International Open for a long time, Camilo Villegas will be making his first appearance at this tournament,” said Kaussler. “All three are genuine attractions for any golf fan, and we are delighted to be able to present them in Munich. The same goes for France’s Victor Dubuisson, who shone on both major professional tours and in the Ryder Cup last year, as well as Paul Casey (England) and Thomas Bjorn (Denmark), who have been permanent fixtures at both the BMW International Open and the top end of the world rankings for many years. German hopes rest on strong shoulders: as well as Kaymer, Marcel Siem will also tee off as reigning BMW Masters champion, while Alex Cejka returns from the USA on the back of a success that has been a long time coming: his maiden title on the PGA TOUR. Fans can also look forward to the likes of two-time major winner Retief Goosen, captain of the Ryder Cup team that triumphed at the ‘Miracle of Medinah’, José María Olazábal, 2013 BMW Masters winner Gonzalo Fernández-Castaño, Tommy Fleetwood and Thorbjorn Olesen.”

More top stars will join the list over the coming weeks and months. With so much talent on display, it is well worth a trip to the BMW International Open. As usual, visitors only pay for admission on the Saturday and Sunday. Fans will be able to follow their favourite players even better this year, as Korbinian Kofler, Managing Director of GC München Eichenried, explained: “We have improved and extended the existing and popular spectator areas around the tees and greens. This will make the experience out on the course even more intense and means that even more spectators will be able to follow the top flights. On top of that, we are also moving the first tee back by 30 metres. We are confident that this will make Eichenried even more attractive.”

The BMW International Open kicks off on the weekend of 20<sup>th</sup> and 21<sup>st</sup> June with the “Golf in the Park” promotion. In cooperation with the Bavarian Golf Federation, a number of golfing activities for all ages and abilities will be on offer in Munich’s Olympic Park. This is followed at 17:00 on Tuesday 23<sup>rd</sup> June by the Opening Show Event at GC München Eichenried, where six of the tournament’s top stars will take part in an entertaining competition. Details of these two events will be released closer to the date.

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One thing is already certain: this year's BMW International Open will again be "Driven by Passion" and offer "Sheer Driving Pleasure". This begins on the drive to the course: this year's Mobility Partner of the BMW International Open is the "Drive Now" car sharing scheme. During the tournament week, Drive Now customers can park their car on the tournament premises at no extra charge – in specially reserved car parks. The tournament grounds also host a varied BMW exhibition, which features the latest highlights from the range of BMW vehicles, as well as some special surprises. The BMW i Driving Experience invites all visitors to experience the mobility of the future for themselves at the wheel of a BMW i3 or BMW i8 in close proximity to the tournament premises. BMW customers can once again enjoy a special service this year: they are given exclusive access to the BMW customer grandstand on the ninth green, and a free drink in the BMW Lounge at the same location, upon presentation of a BMW key, vehicle registration certificate, or a BMW Card.

The 2015 BMW International Open continues to be supported by main partners Rolex and Emirates, who have extended their long-term commitment to the tournament. Marriott Rewards, the loyalty and benefit programme run by Marriott Hotels, joins them for the first time as a main partner. The Süddeutsche Zeitung remains loyal to the tournament as its main media partner, as do Antenne Bayern, Konica Minolta and corporate partner Hugo Boss.

**Note to editors:** You will find the latest press releases, media folders and copyright-free images for editorial purposes regarding BMW Golfsport online at: [www.press.bmwgroup-sport.com](http://www.press.bmwgroup-sport.com)

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