

# BMW International Open 2015



Media Information

25<sup>th</sup> June 2015

## **BMW International Open 2015: Happy Birthday, Max!**

BMW Golfsport Ambassador receives a special present for his 25<sup>th</sup> birthday at Golfclub München Eichenried: a BMW M4 Coupé.

**Munich.** The 2015 BMW International Open is a special tournament for Max Kieffer in many regards. The BMW Golfsport Ambassador not only comes into his home tournament brimming with confidence on the back of a host of impressive recent performances on the European Tour. He also celebrates his 25<sup>th</sup> birthday on day one of the iconic tournament and received a very special present on Thursday: a new BMW M4 Coupé. Kieffer can also look forward to tucking into a delicious birthday cake after his opening round.

“Wow, what a lovely surprise,” said Kieffer after the impromptu “birthday party” before the start of his round. “The BMW M4 Coupé is a fantastic car, and cannot wait to drive it. This fantastic birthday present obviously gives me an extra boost ahead of my first round.”

The tournament week at Golfclub München Eichenried began at a furious pace for Kieffer. He undertook an action-packed driving course at the BMW Driving Experience in Maisach, where he learned how to drive the BMW M4 Coupé safely, while at the same time enjoying the sheer driving pleasure. The golf pro was thrilled by the dynamism, agility and power of the 431 bhp sports car – attributes he can now look forward to experiencing on a regular basis in everyday traffic.

Kieffer arrives at the BMW International Open on the back of a fine run of results. The German is currently 44<sup>th</sup> in the European Tour’s Race to Dubai – his best ranking since making his debut in 2013. In his first season on the Tour, Kieffer caught the eye with a remarkable 9-hole play-off at the Open de España, at the end of which he narrowly lost out to Raphaël Jacquelin.

This season is also panning out well for Kieffer. He has four top-ten finishes on the European Tour to his name in 2015, including third place (six under par) and his best result of the year at the Nordea Masters at the start of June.



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