



Press Information

15th November 2016

## **BMW PGA Championship to open the European Tour's new "Rolex Series" in 2017.**

- **Prize money at the BMW PGA Championship increased to 7 million US dollars.**
- **The iconic tournament is the inaugural event of the European Tour's new Rolex Series.**
- **West Course at the Wentworth Club undergoes extensive improvements.**

**Munich/Dubai. The status of the BMW PGA Championship (25th to 28th May 2017, Wentworth Club), already one of the most prestigious tournaments on the European Tour, will be further enhanced as of next season. With the total prize purse increased to 7 million US dollars, the prestigious tournament now forms the opening event of the new "Rolex Series": as of 2017, a greater number of world ranking and Ryder Cup points will be on offer at these seven highlight events. Digital and television coverage is also to be increased significantly.**

"These are exciting times for the world of professional golf and BMW is delighted to be leading the way in the European Tour's thrilling new series for 2017," said Dr Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. "We are proud to continue our long and rewarding association with the Tour – both on and off the field of play - and look forward to helping stage the flagship BMW PGA Championship over Wentworth's iconic West Course for the 13th year in succession. As the inaugural tournament of the new series, and one of the world's premier sporting events, we can expect to witness golf of the highest level."

Keith Pelley, CEO of the European Tour, added: "It is totally fitting that the BMW PGA Championship should be the first tournament of the new series. It has always been one of our top competitions and its status as the inaugural Rolex Series event confirms its position among the leading tournaments on the European Tour. BMW has done a fantastic job over the last decade to constantly enhance the event and, for their part, the Wentworth Club has invested greatly over the summer and autumn to improve the course. The West Course will be in fabulous condition next



May and we have every confidence that the first-class field that will arrive at Wentworth will be delighted with what has occurred.”

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