



Media Information
BMW International Open
14th June 2017

BMW International Open: The stage is set – Facts regarding the 29th staging of the iconic golf tournament Germany.

- **The BMW International Open in figures.**
- **Visitor information at: <http://bit.ly/2rjMJUO>.**
- **Tournament app at: <http://bit.ly/28IXSrU>.**
- **Tickets at: <http://tickets.bmw-golfsport.com>.**

Munich. Next week, the wait will be over: the BMW International Open (21st to 25th June 2017, GC München Eichenried) will be held for the 29th time. For the first time in the history of the tournament, the field will feature both the reigning Open champion, Henrik Stenson (SWE), and the current owner of the Green Jacket, Sergio García (ESP). Martin Kaymer, whose win in Eichenried in 2008 remains the only victory by a German player, and a collection of other major winners, Ryder Cup stars and a strong home contingent are guaranteed to set golf fans' pulses racing. From an organisational point of view too, the organiser BMW has done everything to ensure the event provides a magnificent tournament experience.

The BMW International Open is a tournament of superlatives, in many regards. This goes for the top-class field and the organisational data regarding the iconic tournament on the outskirts of Munich, which is organised by BMW. Before the tournament gets underway, we have put together some fascinating facts for you.

Spot the sports star. The traditional Pro-Am tournament takes place on Wednesday (21st June). Visitors on this day will have the opportunity to see the top golfers in a relaxed atmosphere, before they really get 'down to business' in Thursday's opening round. Each pro will be joined by three amateurs in the Pro-Am. Among them are such sports stars as biathlon legend Fritz Fischer, three-time Olympic luge champion Felix Loch and three-time world bobsleigh champion Johannes Lochner. Admission is free – as it is on Thursday and Friday.



Plenty of space for sheer golfing pleasure: Some elaborately constructed temporary buildings provide a total area of 9,500 m² for gastronomy, exhibitions and working areas at the tournament site. The Public Area spans over 20,000 m² and offers space for no fewer than 65 exhibitors. For comparison: when the tournament was held for the first time in 1989, the Public Area covered just 400 m². In total, 250 trucks are used to assemble and dismantle the Public Area.

Unsung heroes: 3,500 people are employed during the BMW International Open: 100 security staff, 250 experts to put together the TV coverage, 500 technicians to assemble and dismantle equipment, and 280 catering staff to look after the physical well-being of fans and guests. 500 volunteers kindly give up their time to make the event possible.

Great views: More than 2,800 spectators will follow the action from specially erected grandstands over the course of the tournament week. 4,000 guests will witness top-class golf from the BMW Customer Lounge, while 3,500 VIP guests will enjoy an outstanding golf experience in the Fairway Club during the BMW International Open.

Always well-informed: No fewer than nine manual leaderboards and two electronic hole-by-hole scoreboards keep spectators up-to-date with the latest scores during the tournament. They are complimented by three video walls and 50 televisions, on which tournament TV is broadcast live with information on the latest events and any weather warnings.

Information highway: About 150 kilometres of cable are laid across the tournament site, and over 400 access points provided for electricity, telephone and television broadcasts. A far cry from the inaugural tournament in 1989, when this figure was just 20 kilometres of cable. 16 cameras and 60 microphones are used to ensure that every shot from the top flights is captured on film and broadcast live to the rest of the world via satellite. A 622-Mbit synchronous connection is available for live reporting on the Internet. Free wireless is available for spectators throughout the entire Public Area and the adjoining grandstands. Boosted GSM and LTE radio cells from the major German mobile communication providers allow visitors to use their mobile and smart phones. An independent DECT telephone system is set up for the organisation team and media.



Tournament app: The wireless network and boosted radio cells allow visitors to take advantage of the many useful functions of the tournament app for iOS and Android smart phones. It was developed by SAP and BMW, and provides all the information you need regarding the tournament, player profiles, statistics, an interactive map of the course, and the Player Locator, which shows in real time where the players are currently located out on the course. The app can be downloaded free of charge at: <http://bit.ly/28IXSrU>

Sheer pleasure: The sport is not the only top-class aspect of the BMW International Open: it is matched by the quality catering. 5,000 pretzels, 3,000 bottles of bubbly, 5,000 sandwiches, 2,000 bottles of wine and 10,000 litres of water are consumed over the course of the tournament week.

Sustainability: Many measures to avoid waste and conserve resources are implemented at the BMW International Open. These include reusable system buildings, the avoidance of disposable crockery, returnable bottles, recycling grey waste water, consistent waste separation, and energy-efficient air conditioning systems in the large tents.

Media Contact.

BMW Sports Communications
Nicole Stempinsky
Phone: +49 (0)89 – 382 51584
Email: Nicole.Stempinsky@bmw.de

Media Website.

www.press.bmwgroup.com/global

BMW Golfsport on the web.

Website: www.bmw-golfsport.com
Facebook: www.facebook.com/bmwgolfsport
YouTube: www.youtube.com/bmwgolfsport