BMW
Corporate Communications

2019 BMW TrackMan Open: Global tournament format is even more appealing.

- **Partnership between BMW and TrackMan enters its second season.**
- **Global digital golf tournament, in which amateurs can compete against the best players in the world, becomes more compact and even more interesting.**
- **From 1st June to 30th September, a TrackMan allows anyone anywhere, and at any time, to enter the competition, which features a prize purse of 100,000 US dollars, in three categories.**
- **New monthly prize categories.**
- **The best amateurs will each receive two week passes for the 2020 Ryder Cup with Worldwide Partner BMW.**

Munich. Last season, around 5,400 golfers across the globe got involved in the first ever BMW TrackMan Open. As a result of the huge success of this innovative format, which anchors golf more firmly in the digital age and among a younger target audience, the partnership was extended. This year, BMW and TrackMan, manufacturer of a compact device for data analysis and evaluating golf shots, will once again enable any amateur or pro around the world to take part in the BMW TrackMan Open in real time, and to take on the best players on the planet.

"The cooperation between BMW and TrackMan on the development of the digital golf tournament BMW TrackMan Open was a resounding success last year, which highlighted the technological leadership of both companies in their segment," said Jörn Plinke, Head of BMW Golfsport Marketing. "We managed to expand the global BMW Golfsport commitment with a young, digital, future-oriented format, which we are continuing and developing further in the current season. We are confident that the 2019 BMW TrackMan Open will enjoy another excellent reception and we wish everyone taking part plenty of fun and success with the innovative integration of training and competition."

Golfsport

The TrackMan is – usually, on the driving range – placed behind the player and, using camera shots and radar technology, accurately records such data as distance, club head speed and attack angle for each golf shot. As such, it is a valuable analysis and training tool. To enter the BMW TrackMan Open, participants must simply run the "TrackMan Combine Test" – which comprises 60 shots to ten virtual targets. Depending on the accuracy of the shots, a total score of between 0 and 100 points is calculated and transferred to a live leader board. The competition is open to anyone interested, anywhere in the world, and is held in three classes: one competition for women only, an open category, and a target prize, in which only a certain distance will be classified each month.

"We are very excited to start the second year of the BMW TrackMan Open. It provides golfers at all skill levels around the world with the opportunity to practice with a purpose," said Klaus Eldrup-Jørgensen, CEO and Co-Founder of TrackMan. "This year's addition, the new target prize will broaden the potential winners circle significantly. With our shared passion for innovation and technology, we couldn't have chosen a better partner than BMW for this project."

The overall winners of the 2019 BMW TrackMan Open will receive US$ 50,000 (Open category) or US$ 20,000 (Women), the best amateurs will each receive two week passes for the 2020 Ryder Cup.

For more information and the leader boards, see **www.bmwtrackmanopen.com**. Furthermore, reports on the tournament will be featured on the social media channels of BMW Golfsport and TrackMan, with the hashtags #bmwtrackmanopen and #DRIVENBYPASSION.

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