



Media Information  
24<sup>th</sup> October 2019

### **BMW Ladies Championship 2019. In full throttle to successfully host the premium championship.**

- **The only LPGA Tour tournament in South Korea, with 2 million dollars in prize money and 300,000 dollars for the champion.**
- **BMW Luxury class models (the new 8 Series, the new 7 Series, and the new X7) awarded as hole-in-one prizes.**
- **Premium concierge services and wide-ranging promotional events for the gallery including golf putting challenge lined up.**

**Busan. BMW Group Korea is hosting the BMW Ladies Championship 2019 at the LPGA International Busan for 4 days from October 24<sup>th</sup> to 27<sup>th</sup>, 2019. The preparations to deliver the highest level of premium services to players and spectators are complete, gearing up to make the tournament the ultimate championship in the world.**

The BMW Ladies Championship 2019 is the only LPGA Tour tournament held in South Korea, with world class top players competing for the 300,000 dollar prize money based on the 72-hole stroke-play format. The total purse is 2 million dollars. The championship will be broadcast live to more than 170 countries. Over 60,000 spectators nationwide are likely to attend, with additional interest from golf fans around the globe.

The world's first ever ladies golf tournament organized by the BMW Group and BMW Group Korea, the BMW Ladies Championship 2019, will be providing premium services and prizes. On top of the significant prize monies for players, BMW luxury class vehicles including the new BMW 8 series, the new 7 series, and the new X7 will be awarded as hole-in-one prizes at the 6<sup>th</sup>, 13<sup>th</sup>, and 16<sup>th</sup> hole.

Also, there will be a wide variety of promotions and prizes for the gallery. At the tournament's official booth, the Gallery Plaza, the tournament is operating the BMW Owner's Lounge in which catering service and gifts will be offered to spectators. The BMW Brand Center will be located inside the Gallery Plaza to hold events and promote the BMW Korea Future Fund, BMW Lifestyle & Parts, and BMW Driving



Center. Prizes for the gallery include various BMW Lifestyle products such as BMW Golf Sports Bag, BMW Bike, and BMW City Scooter.

The BMW Korea Future Fund will be running experience programmes for children such as car-building, transportation safety training, snag golf and more. Fundraising event hosted by golf putting challenge will also be prepared.

The BMW Luxury Class Lounge will be set up on the 18<sup>th</sup> hole green where the champion will be determined. Buffet service, BMW ball markers made by Swarovski, and tournament memorabilia as well as premium concierge service with 120 BMW cars will be available for spectators who purchase the BMW Luxury Class Package.

Dr. Wolfgang Hacker, Head of Brand Management at BMW Group Korea, says “With the BMW Ladies Championship joining the LPGA Tour, we are working hard to provide premium services to players and spectators that are commensurate to the new elevated stature. We are committed to making this tournament the best in the world through meticulous preparations.”

There are three types of admissions tickets available: Regular Ticket, BMW Premium Package providing access to the BMW Owners’ Lounge, catering service and gifts, and BMW Luxury Class Package providing access to the BMW Luxury Class Lounge located on the 18<sup>th</sup> green, VIP pass, buffet service, separate VIP parking and the new BMW 7 Series shuttle service.

Besides the BMW Ladies Championship, the BMW Group currently also hosts the BMW International Open and is title sponsor of the BMW PGA Championship and the BMW Championship. It furthermore hosts the world’s largest amateur tournament, the BMW Golf Cup International World Final.

**Media Contact.**

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**Media Website.**

<https://www.press.bmwgroup.com/global/article/topic/10840/golf/>

# BMW

## Corporate Communications



### **BMW Golfsport on the web.**

Website: [www.bmw-golfsport.com](http://www.bmw-golfsport.com)

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