

Media Information
21 September 2022

BMW Group announces partnership with Australian Golf.

+++ Wide-ranging partnership between BMW Group Australia, Golf Australia, the PGA of Australia and the WPGA Tour of Australasia +++ Multi-year partnership expands global BMW Group sport engagement +++ Close collaboration between BMW and golf governing bodies to promote the sport from grassroots to professional level +++

Mulgrave/Munich. The BMW Group has further expanded its global footprint in the sport of golf with the announcement of a new, wide-ranging partnership between BMW Group Australia, Golf Australia, the PGA of Australia and the WPGA Tour of Australasia. The multi-year agreement between BMW and the governing bodies of golf in Australia is the first of its kind and will pave the way for a range of programs to grow and promote all levels of the sport, which regularly ranks as one of the highest participated in the country.

In addition to its support of players and involvement in a range of community engagement activities, BMW will become the official automotive partner of the ISPS HANDA PGA Tour of Australasia, WPGA Tour of Australasia, Fortinet Australian PGA Championship, ISPS HANDA Australian Open, WPGA Championship and several Webex Players Series and State Open Tournaments.

The new partnership complements BMW's vast range of existing golf initiatives. BMW is a worldwide partner of the Ryder Cup – the illustrious biennial team competition between leading players from Europe and the USA – and title partner of numerous major women's and men's professional tournaments across the globe such as the BMW Championship on the PGA TOUR, the BMW PGA Championship on the DP World Tour, and the BMW Ladies Championship in Korea as part of the LPGA Tour. The premium German automotive brand is also staging the BMW Golf Cup – the world's largest international tournament series for amateur golfers that includes participants from 50 countries, including those from Australia.

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Wolfgang Buechel, CEO of BMW Group Australia, said the new partnership marked a significant step in the company's commitment to golf both in Australia and on a global level. "I am delighted that with this new partnership we can add Australia as a headline act in our global golf partnership portfolio alongside our activities in Europe, the USA and Asia," Mr Buechel said.

"Working with trusted partners in Golf Australia, the PGA of Australia and the WPGA Tour of Australasia will see us create opportunities for players of all levels – from those who enjoy a casual round on the weekend to those who compete at the highest level – while also supporting the many people who work in the industry."

Golf Australia CEO James Sutherland highlighted the significance of the partnership and its alignment with the Australian Golf Strategy. "The partnership between our three organisations under the banner of Australian Golf and BMW Group Australia is a history making moment for our sport," Mr. Sutherland said.

WPGA Tour of Australasia CEO Karen Lunn emphasised the importance of the partnership locally and across the globe. "The partnership between Australian Golf and BMW Group Australia sends a strong message across not just in Australia but all over the world," Ms. Lunn said.

"As a collective, Australian Golf is taking innovative and bold steps forward and gathering support from like-minded organisations such as BMW Group Australia is a significant endorsement of our approach to changing perceptions and growing the game for everyone.

"The Australian Golf Strategy clearly outlines our collective intention to work together to create a robust and sustainable future for golf in Australia. The strong sense of direction provided by the strategy opened the door to realising a partnership like the one we are announcing today."

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PGA of Australia CEO Gavin Kirkman underlined the sentiment, saying the partnership was reflective of shared values. "By working together under the banner of Australian Golf we are able to harness the enormous potential of our sport and align with a partner such as BMW Group Australia across our tour and organisations," he said.

"Together, with the support of our partners like BMW Group Australia, we're building an exciting and sustainable future for our game for everyone, from those who play to those of us who work in the industry whether they be volunteers, PGA professionals, club managers or staff."

If you have any questions, please contact:

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With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was €16.1 billion on revenues amounting to €111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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