

Media Information
13 December 2022

BMW Group and DP World Tour extend partnership – BMW International Open and BMW PGA Championship on global golfing calendar until 2027.

+++ BMW Group underpins position as global golf partner
+++ Partnership with the DP World Tour, dating back to 1989, set to continue
+++ BMW International Open (Munich) and BMW PGA Championship (London) to remain outstanding tournaments in European professional golf for a further five years +++

Munich/Wentworth. The collaboration between the BMW Group and the DP World Tour, which has been in existence for more than three decades, is to be extended by a further five years. This is one of the longest, most successful partnerships in international professional golf. BMW will remain “Official Partner” and “Official Car” of the DP World Tour, promoter of the BMW International Open at the BMW Group headquarters in Munich, and title partner of the “Flagship Event” of the DP World Tour, the BMW PGA Championship, at tour HQ at the Wentworth Club near London, until the end of the 2027 season.

This sees BMW strengthen its important role as global golf player. The commitment as title partner of the PGA TOUR Playoff tournament, the BMW Championship, in force since 2007, is also set to continue until 2027. On the LPGA Tour, the BMW Ladies Championship in South Korea is a superb event in Asia –and one of the most prestigious ladies’ tournaments outside the USA. At the 2023 Ryder Cup in Rome, BMW will be involved as “Worldwide Partner”. In the amateur field, the BMW Golf Cup inspires more than 100,000 ambitious golfers around the world each year, making it the biggest international tournament series for amateur golfers.

“The close collaboration with the European Tour Group, which started back in 1989 with the inaugural BMW International Open, played an important role in the BMW Group becoming one of the most reliable and dedicated partners in international golf. We are delighted to continue along this successful path with the DP World

Media Information

Date 13 December 2022

Subject BMW Group and DP World Tour extend partnership – BMW International Open and BMW PGA Championship on global golfing calendar until 2027.

Page 2

Tour, and to bring innovative developments to both the sport and our events,” said Bernhard Kuhnt, Head of BMW Group Europe. “The BMW International Open and the BMW PGA Championship are tournaments that are very popular with spectators and players alike, thanks to their long tradition and the excellent sporting and BMW brand experience. Based in two core markets in Europe, these events will form important pillars of our worldwide commitment to golf going forward.”

This commitment started at Golfclub München Eichenried back in 1989. The BMW International Open was staged for the first time 33 years ago, and it has been held under the same name every year since, with the exception of 2020; the year of the pandemic – longer than any other tournament on the DP World Tour. The title partnership at the BMW PGA Championship at the Wentworth Club followed in 2005. Together, the two partners developed the prestigious tournament into a “Festival of Golf”, which sold out before the start of the tournament for the first time this year.

“The BMW brand stands for luxury, innovation, and sportiness – all values that closely match our own and the Tour benefits significantly from partnering with such an iconic brand and respected partner of the game of golf,” said Guy Kinnings, Deputy Chief Executive and Chief Commercial Officer of the European Tour group. “Over the last 33 years we have developed an extremely close working relationship that continues to drive strong value to BMW’s global engagement in sport. With this extended partnership, we will have ample opportunities to use the DP World Tour to showcase both their range of products and our collective leadership credentials in passion areas such as sustainability and technology innovation. Together, we will also make sure that the BMW PGA Championship and BMW International Open keep innovating to elevate the fan experience and continue to be key moments on the sporting and entertainment calendars in Germany and the UK each year.”

World No. 1 Rory McIlroy, winner of the 2014 BMW PGA Championship and 2012 BMW Championship, added: “A lot of what

Media Information

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Subject BMW Group and DP World Tour extend partnership – BMW International Open and BMW PGA Championship on global golfing calendar until 2027.

Page 3

the DP World Tour has been able to do wouldn't be possible without the support of the BMW Group. We very much appreciate their support and are looking forward to working with them for the next couple of years."

The 2023 BMW International Open will be held from 21st to 25th June at Golfclub München Eichenried. The 2023 BMW PGA Championship will take place between 13th and 17th September at the Wentworth Club.

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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