

Media Information

14 April 2023

Presentation of the Winner's Car for the BMW Open by American Express, the fully-electric BMW i4 M50, at the BMW Group Plant Munich.

+++ Born in Munich and the best-selling BMW M model:
the fully-electric BMW i4 M50 +++ Winner's car for the
renowned ATP tournament is produced at the BMW Group
parent plant +++ 100 % electrified BMW shuttle fleet +++

Munich. The BMW Open by American Express gets going at the BMW Group Plant Munich: one day before the start of the historic ATP Tour event on the clay courts of MTTC Iphitos, the BMW Group home plant was the location for the presentation of the 2023 Winner's Car for this year, the fully-electric BMW i4 M50 (power consumption: 22.5-18.1 kWh/100km; CO2 emissions: 0 g/km; range: 414-520 km). In the main draw, 28 top players have the opportunity to claim 250 valuable world ranking points and one of the most sought-after BMW vehicles currently available. The four-door Gran Coupé BMW i4 M50 is produced in Munich and is now the best-selling BMW M model, having been launched in November 2021. BMW has been the title partner of the BMW Open by American Express since 1987, which this year boasts total prize money of 630,705 Euro.

Stefan Teuchert, Head of BMW Germany, who introduced the Winner's Car at the BMW Group Plant Munich during the opening press conference, said: "The BMW i4 M50 combines the best of both brands – fully-electric driving pleasure from BMW i and sporty handling from BMW M. This makes the innovative Gran Coupé the perfect Winner's Car, and a great additional incentive for all players to claim the title. The fact that the BMW i4 rolls off the production line at the home plant just a few kilometres from Center Court underlines the close, long-standing partnership between the BMW Group and the BMW Open by American Express."

As the first fully-electric Gran Coupé, the BMW i4 combines a particularly sporty look and locally emission-free driving pleasure with a high level of comfort and everyday suitability. Equipped with fifth-generation BMW eDrive technology, the BMW i4 M50 delivers

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sporty performance values and an extensive range (WLTP) of up to 520 kilometres. BMW eDrive technology, the BMW iDrive operating concept and a wide selection of driver assistance systems characterise its progressive character.

Last year, the BMW Group celebrated the 100th anniversary of its home plant in Munich. The plant is in the midst of transforming into the BMW iFactory and will set new standards in the BMW Group production network. Modern production structures mean that the Munich plant is a ground-breaking production location that is also ready to accommodate the model architecture of the NEUE KLASSE, accelerating the production of future-oriented electric vehicles. The transformation of the plant focuses on three areas: transformation with regard to electromobility and digitalisation, the efficiency of processes and structures and sustainability in production and logistics.

This year's fleet of shuttles, which BMW will employ during the tournament, also consists exclusively of future-oriented electric vehicles; BMW i7, BMW iX, BMW iX3 and BMW iX1 models.

There is a very challenging path to the title at the BMW Open by American Express 2023 and to the Winner's Car. Defending champion Holger Rune (NOR) and Olympic champion Alexander Zverev (GER) will be on court with Taylor Fritz, the USA no. 1 and current world no. 10, as well as 2021 Wimbledon finalist Matteo Berrettini (ITA). Jan-Lennard Struff and Oscar Otte, who reached the semi-final last year, will join Zverev in sporting German colours. The third wildcard was allocated to Dominic Thiem (AUT), US Open champion and former world no. 3.

Tennis fans have many opportunities to watch the BMW Open on TV or via livestream. Bayerisches Fernsehen (BR) will broadcast one semi-final and the final live. All the matches on Center Court (Monday to Sunday) can be seen live on Sky (pay TV) and are also shown on ran.de. BR24.de is also streaming one match per day from Monday to Saturday, in addition to the offering on BR.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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