

Media Information

20 June 2023

"Eagles for Education": Tournament charity at the BMW International Open gets underway with 10,000 euros.

+++ BMW expands long-term commitment to providing educational opportunities for everyone with "Eagles for Education"
+++ Gareth Bale, Thomas Müller, Yannik Paul and defending champion Haotong Li get things started for the tournament charity
+++ BMW Group donates an initial 10,000 euros +++

Munich. Among the many players doing their practice rounds at the BMW International Open on the perfectly manicured Championship Course at Golfclub München Eichenried today were two athletes that usually play on a different lawn: The two Champions League winners Thomas Müller (GER) and Gareth Bale (WAL) played a round of nine holes with title holder Haotong Li (CHN) and the best-placed German in the world rankings, Yannik Paul.

Afterwards, the group marked the symbolic start to "Eagles for Education". The BMW Group is donating the first 10,000 euros to the tournament charity on behalf of the famous athletes.

The long-term charity campaign "Eagles for Education" is making its debut at the BMW International Open in 2023. The BMW Group will donate 1,000 euros for every eagle achieved during the tournament. This sees BMW intensify its long-standing commitment to education and future opportunities for everyone. The money will go to the organisations "JOBLINGE" and "Kick ins Leben", with which the BMW Group has been working for many years.

If you have any questions, please contact:

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The BMW Group

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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