

Media Information

21 June 2023

Ryder Cup "Inside the ropes" with the BMW 7 Series: All matches can be watched live on the BMW Theatre Screen.

+++ 100 days until the first tee shot at the 44th Ryder Cup in Rome +++ Worldwide Partner BMW facilitates exclusive live broadcasts in the car for their customers +++ World premiere on the BMW Theatre Screen and the BMW Curved Display in the BMW 7 Series ++ Offering available in many other BMW models +++

Munich. It is exactly 100 days until the first tee shot at the Ryder Cup in Rome (ITA) on Friday 29th September, in the prestigious team competition between the best golfers of hosts Europe and those of the United States. Customers of Worldwide Partner BMW who own a BMW 7 Series will now have the opportunity to follow every stroke and decision live. The Ryder Cup in-car app enables passengers in the second row to enjoy this sporting highlight on the BMW Theatre Screen. The live broadcasts and other on-demand content can also be accessed on the BMW Curved Display in the front row when the car is stationary. The free offer will be available in many markets around the globe* and also in many other BMW models**.

"The Ryder Cup is associated with unique emotions and great prestige – there is no other golfing event like it," says Stefan Ponikva, Vice President BMW Brand Communication and Brand Experience. "The same is true of BMW vehicles, particularly the BMW 7 Series. The exclusive opportunity to combine sheer driving pleasure with the emotions of the Ryder Cup combines all this with the BMW Group's aspiration to rethink the digital experience both inside and outside the car and to create innovative worlds of experience."

Established in 1927, the biennial competition pits 12 of the top professional golfers from the United States and Europe against each other in a head-to-head match play competition and has become one of the world's greatest sporting events, captivating an audience of millions around the globe.

"We want to bring the excitement of golf's greatest team contest to as many people as possible and this new agreement will help us do

Media Information

Date 21 June 2023

Subject Ryder Cup "Inside the ropes" with the BMW 7 Series: All matches can be watched live on the BMW Theatre Screen.

Page 2

just that, giving BMW drivers around the globe the chance to stay up to date with all the action in Rome, wherever they are," said European team Captain Luke Donald during a press conference held at Golfclub München Eichenried today to mark the 100-day milestone. The iconic DP World Tour tournament, the BMW International Open, is being held there for the 34th time this week.

The BMW Theatre Screen transforms the rear of the new BMW 7 Series into an exclusive private cinema. The large 31.3-inch display offers first-class entertainment with Amazon Fire TV built-in, with the addition of the Ryder Cup in September and October. Since April 2023, Bundesliga content can also be streamed via the BMW Bundesliga In-Car App, which is in the Fire TV app store. Thanks to the on-board 5G-enabled antenna system, customers benefit from the best-possible streaming speeds.

For safety reasons, the BMW Curved Display is unable to play premium sport content while driving. However, streaming is possible for rear-seat passengers while the vehicle is on the move.

* All global markets excluding the UK, Ireland, North America and Mexico.

** Ex factory: BMW 7 Series, BMW iX, BMW i4 produced after 07/23; BMW X5, BMW X6, BMW X7, BMW XM, BMW X5 M, BMW X6 M produced after 08/23. Other BMW models from the mid-range and luxury segments will follow in stages. Updating to BMW Operating System 8.5 via Remote Software Upgrade will be offered in the future for the following vehicles: BMW 7 Series produced after 07/22; BMW iX produced after 03/23; BMW X5, BMW X6, BMW X7, BMW XM, BMW X5 M, BMW X6 M produced after 04/23.

If you have any questions, please contact:

Corporate Communications

Tim Holzmüller

Spokesperson BMW Group Sport Engagement, Real Estate

Telephone: +49 151 601 33309

E-mail: tim.holzmueller@bmwgroup.comMedia website: www.press.bmwgroup.comE-mail: presse@bmw.de

Media Information

Date

21 June 2023

Subject

Ryder Cup "Inside the ropes" with the BMW 7 Series: All matches can be watched live on the BMW Theatre Screen.

Page

3

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.

Media Information

Date

21 June 2023

Subject

Ryder Cup "Inside the ropes" with the BMW 7 Series: All matches can be watched live on the BMW Theatre Screen.

Page

4

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>