

Media Information
20 September 2023

All roads lead to Rome driving a BMW: Ryder Cup live broadcast in the BMW i7 and other models.

+++ World premiere at the 44th Ryder Cup +++ Worldwide Partner BMW enables exclusive live in-car broadcasts* +++ Premium experience on the BMW Theatre Screen in the new BMW 7 Series ++ Offering extended to the USA, Canada and Mexico and available in a total of 67 markets ** +++

Munich. The attention of the sporting world will turn to Italy next week, focusing on the 44th Ryder Cup (25th September to 1st October, Marco Simone Golf & Country Club, Rome) and the unique duel of teams consisting of the best golfers from hosts Europe and defending champions USA. "All roads lead to Rome" will then also be the motto for passengers in BMW cars* - wherever they may be. Worldwide Partner BMW will beam every stroke at the Ryder Cup, and the emotions associated with this legendary golf competition, to the cars as they happen. A true first in the history of the Ryder Cup.

Customers for the new BMW 7 Series in particular will feel like they are right there on the fairways and greens. The Ryder Cup in-car app will allow passengers in the second row to enjoy the sporting highlight on the BMW Theatre Screen. The 31-inch panorama display extends down from the roof lining in 32:9 format with 8K resolution, transforming the rear of the new BMW 7 Series into an exclusive private cinema on wheels. Thanks to the on-board 5G-enabled antenna system, BMW customers benefit from the best-possible streaming speeds.

"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."

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The free live broadcasts and a wide range of on-demand content can also be viewed on the front-row BMW Curved Display when stationary. For safety reasons, it is not possible to play premium sport content while driving. However, streaming on the BMW Theatre Screen is possible for rear-seat passengers while the vehicle is on the move.

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. BMW has been involved in the Ryder Cup since 2006, this year assuming the role of Worldwide Partner for the second time.

This sees BMW providing a fully-electric vehicle fleet to drive members of the golf and event teams around, contributing to the smooth operation of the Ryder Cup. This fleet consists of 180 vehicles, including numerous BMW i7, allowing players seated in the rear to get into the mood for their upcoming matches or enjoy the highlights once again.

* Abu Dhabi, Albania, Austria, Australia, Belarus, Belgium, Bosnia, Brazil, Bulgaria, Canada, Chile, Chinese Taipei, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dubai, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Ivory Coast, Japan, Kazakhstan, Korea, Kuwait, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Malaysia, Mauritius, Mexico, Montenegro, Morocco, Netherlands, New Zealand, Norway, Oman, Peru, Poland, Portugal, Qatar, Romania, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, Türkiye, Ukraine, USA.

** BMW 7 Series (G70), BMW iX produced after 03/23, BMW X5, BMW X6, BMW X7 (produced after 04/23, BMW XM (after 08/23).

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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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