

Media Information

24 June 2024

**Langer and longer: The 35<sup>th</sup> BMW International Open.**

+++ International stars and top Germans +++ Bernhard Langer bids farewell to the DP World Tour +++ Eagles for Education: BMW Group committed to educational equality +++ Long drive competition with world champion Martin Borgmeier on the Thursday +++ Visitor information +++

**Munich.** The 35<sup>th</sup> BMW International Open will take place from 3<sup>rd</sup> to 7<sup>th</sup> July 2024 at Golfclub München Eichenried. Tournament organiser BMW has once again put together a magnificent sporting and event experience, both for visitors at the course and golf fans unable to make it there in person. The following document provides a compact rundown of everything you need to know about the 2024 BMW International Open.

**35<sup>th</sup> edition.**

BMW has been the organiser of the BMW International Open since 1989. No other tournament on the DP World Tour has been held for so long under the same name and with the same partner. The BMW International Open was also BMW's first involvement in professional golf. The roots of the BMW Golf Cup, which has long since established itself as the largest international tournament series for amateur golfers, stretch back as far as 1982.

**A legend bids farewell.**

Few have left such a mark on the BMW International Open as Germany's most successful golfer, Bernhard Langer. He tees off in Munich for the first time since 2012, offering German golf fans the opportunity to bid a worthy farewell to the two-time major winner: Langer will be making his final appearance on the DP World Tour.

**Eagles for Education.**

As it did last year (total raised in 2023: € 99,000), the BMW Group will again donate € 1,000 for every eagle carded during the tournament to Munich-based organisations "JOBLINGE" and "Kick ins Leben". In doing so, the company is improving the prospects of disadvantaged young people from the local area. Visitors can also do their bit. There will be three vending machines (Tournament Village, beer garden area by the 4<sup>th</sup>/8<sup>th</sup>/11<sup>th</sup> tee, and Fairway Club), at which powerbanks will be available for charging mobile

devices. The service itself is free of charge, with a simple € 20 deposit required. When returning the powerbank, all or part of that deposit can be donated to "Eagles for Education".

**Long drive show match with Martin Borgmeier and friends.**

It's going to be long, loud and spectacular. Immediately after the close of play on Thursday evening (approx. 18:30), the 18<sup>th</sup> green will host another highlight: "Launch Control – A Longdrive Competition presented by BMW & Martin Borgmeier". The German long drive world champion will go up against two top-class opponents in a show match: Ryan "The Canadian Lumberjack" Gregnol (CAN) and Sam Judah (USA). The ladies competition sees local favourite and European amateur long drive champion Sonya Knebel take on Cassandra Meyer and Gabi Powel (both USA). Spectators can look forward to a special kind of golfing experience, which promises to be captivating, spectacular and entertaining. The day in the Tournament Village draws to a close with the "After Work" party, with DJ Bernhard Fleischmann (start: 17:00).

**Hole-in-One Award.**

This year's traditional Hole-in-One Car, which the pros can win with an ace on the 17<sup>th</sup> hole (par 3), is the first fully-electric BMW 5 Series ever and was manufactured at the BMW Group plant in Dingolfing, Bavaria: the new BMW i5 Touring.

**Prize money.**

2.5 million US dollars, of which 425,000 US dollars go to the winner.

**Top international players in the field (as of: 24 June 2024).**

Miguel Ángel Jiménez (ESP), Danny Willett (ENG), Ryan Fox (NZL), Luke Donald (ENG), Patrick Reed (USA), Thomas Pieters (BEL), Thomas Bjørn (DEN), Rafa Cabrera Bello (ESP), Rasmus Højgaard (DEN), Thriston Lawrence (RSA, Titelveidiger), Matteo Manassero (ITA), Joost Luiten (NED), Edoardo Molinari (ITA), Bernd Wiesberger (AUT), Lukas Nemezc (AUT), Nicolas Colsaerts (BEL), Daniel Hillier (NZL)

**German players in the field (as of: 24 June 2024).**

Bernhard Langer, Martin Kaymer, Matti Schmid, Max Kieffer, Alex Cejka, Marcel Siem, Yannik Paul, Jeremy Paul, Nick Bachem, Hurly Long, Marcel Schneider, Alexander Knappe, Freddy Schott, Maximilian Rottluff, Tiger Christensen (AM), Yannick Malik (AM)

**Former winners in the field (as of: 24 June 2024).**

Thomas Bjørn (2000, 2002), Miguel Ángel Jiménez (2004), David Howell (2005), Martin Kaymer (2008), David Horsey (ENG, 2010), Pablo Larrazábal (ESP, 2011, 2015), Danny Willett (2012), Fabrizio Zanotti (PAR, 2014), Andrea Pavan (ITA, 2019), Li Haotong (CHN, 2022), Thriston Lawrence (RSA, 2023)

**Pro-Am tournament.**

The Pro-Am tournament takes place on Wednesday 3<sup>rd</sup> July and features a number of big-name athletes from other sports, including Welsh football legend Gareth Bale and other celebrities. Admission is free. Play starts at 08:00 in the morning and 13:30 in the afternoon (both shotgun starts).

**Bavarian Day.**

Visitors dressed in the traditional costume of Dirndl or Lederhosen will receive a free drink on Friday 5<sup>th</sup> July. The theme continues in the Tournament Village: indie band "Loamsiada" will perform, visitors can look forward to Bavarian challenges, and traditions like the "Schuhplatteln" folk dancing will be upheld.

**Tournament Village.**

Sheer driving pleasure will once again be prominent in the Tournament Village this year. The BMW exhibition features the all-electric BMW i7 and the BMW XM, as well as this year's Hole-in-One Car the BMW i5 Touring and its "brother" the BMW i5 Limousine.

Golf fans can show what they are capable of in various activities in the Tournament Village. The goal at the BMW Foot Golf Challenge is to master two holes, complete with obstacles: not with a golf club, however, but with one's foot – aptly, given Germany is hosting the European Championships

at the same time. Golf fans who feel more comfortable with a putter in their hand can give the BMW Longest Putt a go – and win some great prizes in the process. Attractive prizes are also up for grabs at the BMW Golf Challenge, in collaboration with Trackman. The objective: to land your tee shot as close to the hole as possible on the 17<sup>th</sup> on the high-tech simulator.

**Focus on youth.**

The BMW International Open also aims to inspire the younger generation to take up golf. With this in mind, under 16s have free admission on all days. In cooperation with the Bavarian Golf Association, children are invited to visit the tournament after school on the Wednesday, when a special programme awaits them. The same goes for junior golf teams from around the region, who are welcomed to the tournament at the weekend. In the Tournament Village, younger visitors will have plenty of fun on the BMW Kids Parcours: here, the kids can get active on two or three wheels, learn traffic regulations in a playful manner, and be rewarded with a child's driving licence.

**NTT DATA Wall.**

As well as live images from the golf course, the central video wall in the Tournament Village will also show comprehensive live statistics for the player currently on screen, in cooperation with tournament partner NTT Data. The result is a golfing experience with a depth of detail you will struggle to find elsewhere.

**Digital Experience presented by NTT DATA.**

At [www.bmw-golfsport.com](http://www.bmw-golfsport.com) golf fans will find a free multimedia offering, which is worth checking out for visitors at the course and fans wishing to follow the tournament from afar. The highlights include a comprehensive livestream from Sky, a live leaderboard, fascinating live statistics, and an interactive player tracker. There is also plenty of information and entertainment regarding the BMW International Open. Furthermore, BMW Golfsport will cover the tournament on its social media channels with diverse content, exclusive productions and extensive information.

**BMW International Open live.**

Golf fans following the BMW International Open from afar have various options. **Sky** will cover the action from München-Eichenried live on pay TV and via its other offerings (e.g. **Sky Go**) from 12:30 to 18:00 on Thursday and Friday, 13:30 to 18:00 on Saturday, and 13:00 to 18:00 on Sunday. **sport1.de** will provide a free livestream at the same times. In addition, the broadcaster will also show the 35<sup>th</sup> BMW International Open on free-to-air TV from 16:00 to 18:00 on the Saturday. Golf fans can also watch the final Sunday live on TV at **Sport1**: the business end of the tournament will be covered live on free-to-air TV from 13:30 to 15:00 and 16:30 to 18:00.

**Electrified shuttle fleet.**

A fully electrified BMW shuttle fleet, charged using 100 percent green electricity, will be operated at the BMW International Open. Golfclub München Eichenried has installed the charging stations at the club in cooperation with BMW. Outside of the tournament, they are available at all times to club members and guests.

**Getting there on public transport – free shuttle bus service.**

From Thursday to Sunday during the tournament week, a free shuttle bus service will run from Ismaning S-Bahn station from 07:00 to 20:00. The buses run regularly and continuously during these hours. However, there are no parking spaces at Ismaning S-Bahn station – this service can only be used by S-Bahn passengers. A valid S-Bahn ticket must be shown when boarding the bus.

**Getting there by car.**

The BMW International Open can be reached from the A9 motorway (Munich to Nuremberg). To do so, take the Garching-Süd exit and follow the B 471 towards Ismaning. Then, continue on the B388 towards Erding. Please make sure you follow the local signposts.

**Navigation address.**

Goldacher Straße, 85452 Moosinning, Germany

**Parking.**

Weather permitting, it is possible to park at the tournament site. Parking is free for all visitors in officially designated car parks. There is no entitlement to parking places.

**Ticket shop.**

Day tickets, season tickets and VIP tickets for the Fairway Club are available in the online ticket shop ([www.bmw-golfsport.com/tickets](http://www.bmw-golfsport.com/tickets)). Admission to the Pro-Am on Wednesday 3<sup>rd</sup> July is free.

**Partners.**

BMW is very grateful to its main partners Commercetools, Emirates, Fortinet, Hilton, NTT Data and Rolex, corporate partners Antenne Bayern and Goodyear, and all the supplier partners for their fantastic support and cooperation.

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

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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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