

Media Information

3 July 2024

**BMW to extend global tournament roster in becoming title sponsor of the Australian PGA Championship.**

+++ Premium car manufacturer announces title partnership with the BMW Australian PGA Championship +++ First edition with BMW to be held at the Royal Queensland Golf Club from 21st to 24th November 2024 +++ First BMW event in the Southern Hemisphere and third on the DP World Tour calendar +++

**Munich/Brisbane.** BMW will become the title partner of the Australian PGA Championship, one of Australian golf's two major golf events, as of the coming DP World Tour season. This sees the premium car manufacturer extend its commitment to excellent pro events on an additional continent. The BMW Australian PGA Championship is the third BMW tournament on the DP World Tour, alongside the 35<sup>th</sup> BMW International Open taking place in Munich this week and the BMW PGA Championship at Wentworth near London. BMW is the title partner of the PGA TOUR's playoff tournament – the BMW Championship – in the USA, and of the BMW Ladies Championship on the LPGA Tour in South Korea.

The BMW Australian PGA Championship is locked in for Royal Queensland Golf Club (Brisbane) from 21st to 24th November this year, the host venue of the 2032 Olympic Games golf competition. The tournament is one of the premier events on the Australian sporting calendar and will be the opening tournament of the 2024/25 DP World Tour season. Min Woo Lee of Australia has already confirmed he will return to defend his title.

"BMW has had a longstanding involvement in golf around the world for over 40 years, and we are excited to extend our partnership with the Australian PGA for such a prestigious Australian tournament. From the US via Europe to Asia and now Australasia, you will find BMW wherever golf is played and enjoyed through all major markets worldwide," said Wolfgang Buechel, CEO BMW Australia. "This is BMW's first major golf naming rights partnership in the Southern Hemisphere and builds

on our existing relationship as the official automotive partner of the PGA, Golf Australia and the WPGA."

Thanks to the co-sanctioning agreement between the Challenger PGA Tour of Australasia and DP World Tour, this year's BMW Australian PGA Championship will again feature a world-class field, pitting the best of Australia's professionals against an international contingent of contenders.

"We are delighted to welcome BMW as the naming rights partner for the Australian PGA Championship. They have had a wonderful influence on Australian golf and our PGA Championship for many years and this naming rights partnership takes their commitment to the next level," said Gavin Kirkman, PGA of Australia CEO. "BMW's commitment to excellence and innovation perfectly aligns with our values, and we are confident that this partnership will contribute to the continued success and growth of the championship."

As well as being naming rights partner of the BMW Australian PGA Championship, BMW is committed to supporting the future of Australian professional golf. The company currently has partnerships with LPGA Tour star Grace Kim and DP World Tour player Elvis Smylie.

If you have any questions, please contact:

**Corporate communications**

Tim Holzmüller

Press Spokesperson BMW Group Sport Engagement, Real Estate

Telephone: +49 151 601 33309

E-Mail: [tim.holzmueller@bmwgroup.com](mailto:tim.holzmueller@bmwgroup.com)

Internet: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

**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

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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.

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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