

Media Information

5 July 2024

**Great atmosphere at the Longdrive Show Event.**

+++ Monster drives at the 18<sup>th</sup> green +++ Spectators celebrate "Launch Control – A Longdrive Competition presented by BMW & Martin Borgmeier" +++ Successful premiere at the 35<sup>th</sup> BMW International Open +++

**Munich.** The first round of the 35<sup>th</sup> BMW International Open ended with a real bang. Right after the last putt, the 18<sup>th</sup> green in front of the grandstand transformed into a Longdrive arena. At "Launch Control – A Longdrive Competition presented by BMW & Martin Borgmeier", for the first time as part of a DP World Tour event, six top-class Longdrive athletes, both men and women, competed against each other in an adrenaline-charged show match.

German Longdrive World Champion Martin Borgmeier prevailed among the men against Ryan "The Canadian Lumberjack" Gregnol (CAN) and Sam Judah (USA). Borgmeier won the final against Gregnol with a drive of 424 metres, however the Canadian had shown the longest hit of the day in the preliminary round with 427 metres.

Among the women, Cassandra Meyer (USA) (322 metres) defeated her compatriot Gabi Powel and the local favourite and European Amateur Long Drive Champion Sonya Knebel. The real winners however were the enthusiastic fans who enjoyed and celebrated a different kind of golf experience and a spectacular competition.

If you have any questions, please contact:

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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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