

Media Information  
3 March 2025

## **BMW Golf Cup World Final: Bangkok is golfing paradise for a week.**

+++ Unique golfing experience in Thailand's capital +++  
Opening ceremony with traditional parade of the flags of all 38 countries and regions +++ "Eagles for Education": BMW Group supports UNICEF and joint education initiative "BRIDGE" +++ BMW Golf Cup is the biggest international tournament series for amateur golfers +++

**Bangkok.** The history of the BMW Golf Cup stretches back over three decades. During this time, Thailand has hosted the World Final on multiple occasions. Despite this, all of this year's participants can look forward to something new. For the first time, the highlight of the world's largest tournament series for amateur golfers will take place in Thailand's inspiring capital city, Bangkok. However, one thing remains the same at the new venue; World Final will be an unforgettable week of golf, full of joy, intercultural encounters and unique experiences that will be remembered forever.

The World Final opened with the traditional parading of the flags of the 38 countries and regions represented. The amateur golfers qualified for the World Final through roughly 1,000 tournaments around the world. Over the coming days, they will discover a spectacular setup for the sporting element of this prestigious event: Alpine Golf Club. The 18 lovingly maintained holes feature lightning quick greens, undulating fairways, and a design by Ron Garl that is as demanding as it is spectacular. It is no coincidence that this golf course is regarded as the best that Bangkok has to offer. The World Final is held in three categories, each played over three rounds: Men's A (up to HCP 12), Men's B (HCP 13-28) and Ladies (HCP up to 28). As well as the titles being up for grabs in these individual categories, there is also a Nations competition (36 teams).

Through their sporting efforts, the participants can also do their bit for charity over the course of the three rounds. As it did last year, the BMW Group's "Eagles for Education" initiative is again helping the UN

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agency for children, UNICEF\*, to give young people the skills and knowledge needed to be successful in the working world of tomorrow, and to lead a self-determined life. For each net eagle, €1,000 will be donated to the collaboration between the BMW Group and UNICEF, named "BRIDGE. Educating young people for tomorrow, today". The focus of the partnership is to bridge learning gaps within society and create learning and education opportunities in science, technology, engineering and maths (STEM) – because STEM professions are particularly important given that they are the engine of global economic growth.

The list of countries where the BMW Group and UNICEF are working together includes South Africa (venue for the BMW Golf Cup World Final last year), Brazil, India, Mexico and Thailand, the host country for this year's BMW Golf Cup World Final – all countries which have BMW Group presence.

\*UNICEF does not endorse any company, brand, product or service.

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on

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revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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