

Media Information

11 April 2025

Kick-off to the BMW Open by Bitpanda: New BMW iX M70 is the Winner's Car – Premiere of FUTURE ACES.

+++ Stage is set for the first ATP-500 event in Munich +++
The premiere winner in the new era can look forward to the all-electric BMW iX M70 +++ FUTURE ACES: BMW Group and tournament partners provide socially disadvantaged youths with access to tennis and expand their future prospects +++

Munich. With one day to go before the first serve at the BMW Open by Bitpanda (April 12-20, 2025, MTCC Iphitos), further key details for the premiere of the iconic tournament as an ATP-500 event were presented this Friday: the Winner's Car and the FUTURE ACES program initiated by the BMW Group.

Amidst the more than 6,000 spectator seats on the new temporary Center Court, the Winner's Car for the BMW Open by Bitpanda 2025 has also found its place. Christian Ach, Head of BMW Germany, and Tournament Director Patrik Kühnen unveiled the all-electric BMW iX M70 (WLTP combined (EnVKV): Energy consumption 23.5 kWh/100km; CO2 emissions 0 g/km; CO2 class A). This new technology flagship of the BMW Group is manufactured at the Dingolfing plant and thus has a "home game" at the 109th International Tennis Championships of Bavaria, which has been held as the BMW Open since 1987.

"As with the BMW Open by Bitpanda, the BMW iX is a success story that has been significantly enhanced for the year 2025. The new BMW iX impresses with up to 25% higher drive power, significantly improved efficiency and a range of up to 701 kilometres in the WLTP cycle," said Ach. "More performance, more sportiness, a more dynamic design than ever before– making it the perfect Winner's Car for the ATP-500 premiere."

Starting this year, there will be additional winners at the BMW Open by Bitpanda, beyond the singles and doubles champions. This is ensured

by the long-term programme FUTURE ACES, which aims to provide socially disadvantaged children and youths from Munich with access to tennis and open up expanded future prospects for them. For FUTURE ACES, partners of the BMW Open by Bitpanda have come together, initiated by the BMW Group, foremost among them MTTC Iphitos and organizer MMP.

"It is important for the BMW Group to make a relevant contribution to the common good and to actively shape social projects – especially in sports. We keep a firm focus on participation and equal opportunities because they are decisive factors for the prosperity and cohesion of our society," said Ach. "We are very pleased that FUTURE ACES – a programme that will work precisely in this direction – is now launching, and that our BMW Open partners are supporting it with great enthusiasm. This wonderful collaboration has made the growth of the tournament possible and will now hopefully also sustainably improve the future prospects of many young people."

Every ace during the tournament results in a donated coaching session at MTTC Iphitos for children and youths with challenging starts. They get the opportunity to learn tennis, develop personally in a safe and supportive environment, make connections, and gain valuable experiences. They are accompanied by mentors from the partners, who act as motivators and provide guidance for their professional and personal future. This is complemented by offerings such as information days and internships in the club and BMW Open environment. Thus, participants receive various opportunities to discover their potentials and develop skills, thereby starting a self-determined life as FUTURE ACES.

Therefore, every ace in the singles and doubles competitions of the BMW Open by Bitpanda is doubly important. The field of world-class players, who will be responsible for as many aces as possible, is led by Olympic champion Alexander Zverev (GER), rising star Ben Shelton (USA), Felix Auger-Aliassime (CAN), and defending champion Jan-Lennard Struff (GER).

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The remaining four starting places will be awarded in the qualification starting tomorrow, Saturday. The tournament then kicks off in full on Monday, with the final matches scheduled for Easter Sunday. All matches from the Center Court can be watched live and for free via the streaming app Joyn and ran.de. Additionally, both singles semifinals on Saturday and the singles final on Sunday will be broadcast live on ProSieben Maxx. As usual, Sky will broadcast all matches on pay-TV, and Eurosport will show the first match of the day live from Monday to Thursday.

If you have any questions, please contact:

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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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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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