

Media Information

14 September 2025

Alex Noren seals second BMW PGA Championship title.

+++ Alex Noren (SWE) wins playoff against Adrien Saddier (FRA) +++ 118,421 spectators attend the Flagship Event of the DP World Tour +++ Eagles for Education: £72,000 raised for the Golf Foundation +++ UK premiere of the new BMW iX3 +++

London. On an exciting final Sunday, during which more than a dozen players had realistic hopes of victory, a playoff was once again required to determine the winner, just like last year. With a birdie on the first extra hole, Alex Noren secured the prestigious BMW PGA Championship title for the second time after his 2017 victory. The 43-year-old Swede triumphed with rounds of 67, 68, 66, and 68, finishing with a total score of 269 strokes (19 under par). Adrien Saddier from France needed five strokes (even par) on the first extra hole and had to settle for second place. Patrick Reed (USA) and Aaron Rai (ENG) shared third place, both finishing at 16 under par. With twelve career victories, Noren is now the most successful Swedish player in the history of the DP World Tour. A record number of 118,421 spectators flocked to the Wentworth Club this week to celebrate the Festival of Golf.

"On behalf of BMW, I would like to congratulate Alex Noren on winning the 2025 BMW PGA Championship. The Festival of Golf lived up to its reputation once again, and Alex's performance all week played a significant role in it," said David George, CEO at BMW Group UK and Ireland. "For more than 20 years, BMW has been a proud title partner to this outstanding golf event. It's great to experience the sense of joy surrounding the players and fans at the BMW PGA Championship. We are equally proud to support the Golf Foundation through Eagles for Education in their efforts to strengthen mental resilience in pupils and in helping them on their way to a self-determined future."

During the four rounds of the BMW PGA Championship, the world-class field carded a total of 72 eagles. For each of these, the BMW Group is donating £1,000 to the Golf Foundation as part of its Eagles for

Education initiative. The total sum of £72,000 will support the Golf Foundation's Unleash Your Drive programme, which brings simplified versions of the game of golf to schools across England. Pupils, particularly those from disadvantaged regions and underprivileged families, are taught to remain resilient, focused, and determined in the face of challenges. These skills will help to prepare youngsters for life inside and outside the classroom.

Noren contributed an eagle during his four tournament rounds and owes his triumph primarily to his consistency. He was the only player to record no more than 68 strokes (4 under par) in any round. The European Ryder Cup team's vice-captain showcased his outstanding form, having won the British Masters just three weeks ago. "It's so many emotions right now. Sometimes it comes easy. Sometimes you've just got to fight. Today it felt like a fight," said Noren. "This tournament is unbelievable, it's one of the best tournaments in the world and it gets better every year."

At the 2025 BMW PGA Championship, the new all-electric BMW iX3 50 xDrive celebrated its UK premiere as the tournament's Hole-in-One prize. The Sports Activity Vehicle (SAV) is the first model of the Neue Klasse and heralds a new era of Sheer Driving Pleasure. However, no player managed to score an ace on the 14th hole this week, which would have been rewarded with the new BMW iX3.

The eleven players of the European Ryder Cup team, who competed at the Wentworth Club alongside their captain Luke Donald (ENG), departed together for New York on Sunday to prepare for their title defense against Team USA. In addition to Noren, Viktor Hovland (NOR), Tyrrell Hatton, and Matt Fitzpatrick (both ENG, all -15, T5) also carry strong results into the event. The Ryder Cup (September 23–28, 2025, Bethpage Black Course near New York, USA) will feature BMW as a Worldwide Partner for the third time.

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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 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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