

Media Information
26 September 2025

The golfing highlight of the year: the 45th Ryder Cup with Worldwide Partner BMW.

+++ Worldwide Partner BMW supports the electrifying golf duel at Bethpage Black +++ Premium vehicle fleet for teams, organizers, and guests +++ New BMW iX3 at the 14th hole +++ BMW Viewing Lounge at Rockefeller Center +++ Driven by Passion: exclusive live broadcasts in numerous BMW models* +++

New York/Munich. Just a few hours remain until an event that promises to deliver some of the most thrilling moments in golf, the first tee-off at the Ryder Cup, eagerly anticipated by golf and sports fans for the past two years. On the legendary Black Course at Bethpage State Park, the 45th edition of the iconic team duel between the best golfers from host nation USA and defending champions Europe will begin on Friday morning. BMW is accompanying the Ryder Cup for the third time as a Worldwide Partner, providing a large courtesy car fleet, unique experiences for customers and fans, and exclusively bringing the unparalleled emotions of the Ryder Cup live into BMW vehicles.

The opening ceremony on Wednesday evening offered a taste of the three days of competition ahead. Revered for its display of drama, camaraderie, and sportsmanship, the Ryder Cup delivers an electrifying fan experience that is unique across the golf world. A total of 28 matches will be played – four Foursomes and four Fourballs on both Friday and Saturday, twelve singles matches on Sunday. Team Europe, led by captain Luke Donald (ENG), needs only a tie (14 points) to retain the trophy. Keegan Bradley's U.S. team requires at least 14.5 points but has the home advantage on its side. The last away victory was achieved in 2012 when Europe produced the 'Miracle of Medinah' in Chicago.

A fleet of more than 200 BMWs will provide premium shuttle service for players, guests, and event officials throughout the week. Like BMW customers in many countries*, they all enjoy the exclusive opportunity to follow the Ryder Cup live in their vehicles. In the U.S., the stream is



provided by NBC, while in other markets, the World Feed is available. Customers can access the service via the video app (DTS AutoStage Video Service Powered by TiVo™) in the infotainment systems of their BMW vehicles. This feature is available in vehicles equipped with BMW Operating System 8.5 in combination with Connected Drive Professional* (not available in the BMW 2 Series Coupé, BMW 3 Series, and BMW 4 Series) as well as in vehicles with BMW Operating System 9 in combination with BMW Digital Premium*.

BMW is also offering its customers and guests an exclusive golfing experience at the event itself. The BMW House, with its large grandstand directly at the 14th tee, provides a fascinating opportunity to see the players and captains up close, as well as the new all-electric BMW iX3. This first model of the Neue Klasse made its world premiere just a few weeks ago in Munich and is now on display at Bethpage Black on the BMW grandstand. The Neue Klasse is far more than a new BMW model. It represents the redefinition of the BMW and heralds the start of a new era of Sheer Driving Pleasure. The new BMW iX3 showcases for the first time the major technological leap forward in many areas: electromobility, display and operating concept, digitalisation, networking, design, and sustainability. All future BMW models will benefit from the innovations in the Neue Klasse – regardless of their drive technology.

Fans of golf and the Ultimate Driving Machine will also get a firsthand look at BMW innovation and design through interactive brand displays across Bethpage Black including dueling BMW 7 Series models custom ordered by American captain Keegan Bradley and European captain Luke Donald. In between the action on the fairways and greens, guests will be encouraged to showcase their own skills by joining BMW for a unique driving range challenge near the main entrance. Winners will walk away with BMW ball markers, same-day hospitality upgrades, and even an all-expenses-paid golf getaway to Sea Island Resort in Georgia if they're able to hit the 150-yard target.

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Another Ryder Cup hotspot can be found in the heart of Manhattan at the world-famous Rockefeller Center. The 'Ryder Cup Live Fan Zone' is the place for public viewing, golf challenges, food, drinks, and communal celebrations. BMW invites visitors to the BMW Viewing Lounge there to follow the thrilling action at Bethpage Black.

***Availability**

Vehicles (BMW Operating System 8.5 with Connected Drive Professional): BMW 5 Series, 7 Series, iX, X5, X6, X7, XM

Vehicles (BMW Operating System 9 with BMW Digital Premium): BMW 1 Series, 2 Series Gran Coupé, 2 Series Active Tourer, X1, X2, X3

Countries: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, United Kingdom, USA

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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 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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