

Media Information

1 July 2026

The new BMW X5 M60e xDrive is the Hole-in-One Award for the 2026 BMW International Open.

+++Tournament week kicks off with the premiere of the new BMW X5 +++ The BMW X5 M60e xDrive, the sporty flagship of the range, is this year's special prize for an ace on the 17th hole +++ Plug-in hybrid with BMW Motorsport DNA +++

Munich. It accelerates from 0 to 100 km/h in just 4.5 seconds – and the new BMW X5 has also got off to a flying start at the BMW International Open. Yesterday evening (German time), the fifth generation of the Sports Activity Vehicle (SAV) was unveiled to the world at the BMW Group Plant in Spartanburg (USA), where it is manufactured. Almost simultaneously, guests at the Tee-Off Night – which traditionally marks the start of the Pro-Am Experience – were able to experience the new BMW X5 at BMW Welt. From today, this also applies to all visitors to the BMW International Open: The M Performance plug-in hybrid model, the BMW X5 M60e xDrive*, is this year's hole-in-one prize, which the first player to achieve a hole-in-one on the 17th hole (par 3) will receive as a special prize. The car is displayed at the 17th tee as well as in the Tournament Village.

The new BMW X5 adds another chapter to its story of success. The fifth generation of the BMW X5 impresses with technical innovations, a stunning new design and the integration of future-oriented technologies from the Neue Klasse. This underlines its exceptional status and reinforces its leading position in a segment that it originally established.

"With its imposing presence and flawless symbiosis of comfort and driving pleasure, the BMW X5 became a global bestseller," says Dr. Joachim Post, Member of the Board of Management of BMW AG responsible for Development. "And now the latest generation also benefits from the technologies in the Neue Klasse and the widest possible range of drive systems. As a result, I'm sure the new BMW X5 will set the benchmark in its class once again and write the next chapter in its success story."

For further information about the new BMW X5, please refer to the press kit:

<https://www.press.bmwgroup.com/global/article/detail/T0458636EN?language=en>

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In the 37-year history of the BMW International Open, the BMW Hole-in-One Award has been won on eight occasions. The four tournaments held in Cologne produced one winner each year: Andrew Marshall (ENG, 2012, BMW 640i Gran Coupé), James Heath (ENG, 2014, BMW i8), Richie Ramsay (SCO, 2016, BMW M760Li xDrive) and Aaron Rai (ENG, 2018, BMW i8 Roadster).

Fans have at Golfclub München Eichenried in Munich have also had four opportunities to cheer the perfect shot and successful player: the first Hole-in-One Car ever presented at the tournament was a BMW 325i Cabrio, which Jay Townsend (USA) took away with him in 1991. Ten years later, France's Raphaël Jacquelin won a BMW Z8. His compatriot Jean-François Lucquin picked up a BMW 535i in 2010. The most recent man to pull off this feat was Indian Gaganjeet Bhullar, who was rewarded with a BMW M8 Competition Coupé in 2019.

* CO2 Emissions & Consumption: Provisional figures that have not yet been officially confirmed. EnVKV data not available yet.

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was €10.2 billion



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on revenues amounting to €133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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