

Media Information

15 September 2026

22nd BMW PGA Championship: Festival of Golf featuring a world-class field and a bespoke hole-in-one vehicle.

+++ DP World Tour's flagship tournament staged at Wentworth Club (15–20 September 2026) +++ BMW PGA Championship expects 120,000 enthusiastic golf fans +++ Defending champion Alex Noren (SWE) faces a world-class field +++ New BMW Hole-in-One Prize: ten cars to choose from +++ Festival of Golf: Pro-Am featuring numerous stars, live concerts and an immersive BMW experience +++

London. This week, Wentworth Club, is once again the venue for one of the UK and Europe's most prestigious golf tournaments. The BMW PGA Championship, now in its 22nd year with title partner BMW, will see 120,000 spectators join an outstanding field of players in celebrating the Festival of Golf.

The title at the DP World Tour's flagship event is highly coveted, and not just amongst the numerous English stars who are hoping to be carried to a home victory by the crowd, including reigning PGA Championship winner Aaron Rai, Major winners Matt Fitzpatrick and Justin Rose, former BMW PGA Champions Danny Willett (2019), Tyrrell Hatton (2020) and Luke Donald (2011, 2012), as well as crowd favourite Tommy Fleetwood.

A host of top international players also have the BMW PGA Championship marked firmly in their diaries, including former BMW PGA Champions Rory McIlroy (NIR, 2014), Shane Lowry (IRL, 2022), Ryan Fox (NZL, 2023) and defending champion Alex Noren (SWE), who celebrated his second title last year following his victory in 2017. Former world number one Jon Rahm (ESP) will also be teeing off, as will European Ryder Cup heroes Viktor Hovland (NOR), Robert MacIntyre (SCO), Ludvig Åberg (SWE) and Sepp Straka (AUT), and Major winners J.J. Spaun, Brooks Koepka and Patrick Reed (all USA).

Traditionally the first highlight of the tournament is Wednesday's Celebrity Pro-Am, featuring stars from the worlds of both sport and entertainment. Among those expected this year is football legend Gareth Bale (WAL), Robbie Fowler, John Terry (both ENG) and Eden Hazard (BEL).

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The legendary 14th hole (par 3) at Wentworth Club is a unique spot where the atmosphere of the BMW PGA Championship can be fully experienced, with the BMW hole-in-one prize awarded here again this year. In a change to tradition, each pro has the opportunity to select their preferred car from ten key BMW models before the tournament begins. Whichever pro scores the first hole-in-one of the tournament at this hole will take home either their choice of car, or the new BMW iX5.

Visitors at the PGA will be able to find a selection of BMW Group vehicles and more in the Championship Village, with this year's highlights include the new, all-electric BMW i3 – the second model of the Neue Klasse – the new all-electric BMW i7, and the new all-electric BMW iX5.

Visitors also get the chance to test themselves on a Trackman simulation of the iconic 18th hole of the West Course. At a challenge called BRING YOUR M GAME players must complete three activities which are themed around the parallels to BMW M performance and high performing golfers: Power (the tee shot), Precision (the shot onto the green) and Performance (the final putt). Everyone who plays gets a personalised BMW M bag tag. The best player of the day wins a BMW Driving Experience.

Each year the live concerts after play in the Championship Village make a special contribution to the Festival of Golf. DJ Tony Perry will take to the decks on Friday, while The Kooks will perform on Saturday before Ella Eyre brings the BMW PGA Championship to a close on Sunday evening.

If you have any questions, please contact:

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The BMW Group

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 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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