



Press and Corporate Affairs

Media Information

05 February 2009

BMW India appoints Indian golfing sensation, Shiv Kapur as Brand Ambassador in India

As Golf Ambassador, Shiv Kapur to promote BMW Golf Cup International in India

Delhi. BMW India announced a partnership with amateur golfing sensation Shiv Kapur to promote and showcase BMW Golf in India. As the Golf Ambassador for BMW in India, Shiv will actively promote the BMW Golf Cup International, the world's largest international golf series for amateurs, across the country later this year. As part of the year-long partnership, Shiv Kapur will also be given a BMW 6 Series sedan.

Speaking on his partnership with BMW India, Shiv Kapur said, "I am delighted to to be associated with a brand that shares the same values I do. To me, BMW represents understated luxury and style, prestige, and exceptional technology that ultimately translates into sheer driving pleasure. As BMW's Ambassador for Golf, I am looking forward to promoting the world's leading amateur golf series, the BMW Golf Cup International in India.

In 2008, BMW introduced the Première series of the BMW Golf Cup International in India, an exclusive, invitation-only qualifying tournament designed for customers, prospects and opinion leaders that was held across five cities – Chennai, Bangalore, Pune Mumbai and Delhi. In the World Finals held in Buenos Aires, Argentina, the runner up of the final tournament in the Men's Category - A, was an Indian from Mumbai, Rudratej Singh.

Highlighting BMW India's partnership with Shiv Kapur, Mr. Peter Kronschnabl, President, BMW India said, "The association with Shiv marks yet another milestone in BMW's commitment to promoting sporting excellence. Golf, like the

Company
BMW India
Private Limited

A BMW Group Company

Postal address
BMW India
DLF Cyber City – Phase II
Building No. 8 – Tower B
7th Floor
Gurgaon 122002
Haryana, India

Telephone
+ 91 124 4566 600

Internet
www.bmw.in

Media Information

Date 17 December 2008

Subject BMW India announces opening of Platino Classic in Kochi

Page 2

cars we build, epitomizes the utmost in human talent and precision. With Shiv coming on board, we have gained a brand ambassador who has achieved an extraordinary level of success during his short career as a golfer, and one who is keen to partner with us in our endeavour to develop sporting talent.”

With Shiv Kapur, one of the youngest entrants into the Indian Golf hall of fame, BMW India has gained a partner who is able to look back on a unique series of achievements during his sporting career. He dominated the Indian amateur circuit, winning 12 major championships before the age of 19 and was the first Indian ever to win the Malaysian Amateur Open in 2000. An Asian Games gold medalist in 2002, Shiv turned professional in 2004 after which he went on to win the Volvo Masters of Asia tournament in 2005. The same year he was ranked 4th in the Asian Tour Order of Merit and the following year (2006), he became the youngest Indian ever to qualify for a major championship, the British Open. In 2008 he was ranked 5th in the Johnny Walker Classic championship.

Shiv Kapur was born in February 1982 and completed his major in Business Management from Purdue University (Indiana) in the United States. He lives in Delhi and is also a recipient of the Arjuna Award for his contribution to excellence in sports. His current endorsements include Hugo Boss, Audemars Piguet, Ping, Titleist and Footjoy.

The Première series of the BMW Golf Cup International in India

The Première series of the BMW Golf Cup International 2008, an exclusive, invitation-only qualifying tournament designed for customers, prospects and opinion leaders was held in India across five cities – Chennai, Bangalore, Pune, Mumbai and Delhi. The tournament, organized by BMW India Dealerships in these cities, took place between 6 September and 25 October, 2008, with the national final occurring on 8 November 2008 in the National Capital Region (Gurgaon) at the DLF Golf & Country Club. The two National Winners in each of

Media Information

Date 17 December 2008

Subject BMW India announces opening of Platino Classic in Kochi

Page 3

the two handicap categories, Rahul Sood (Category A for handicaps 0 -12) and Rudratej Singh (Category B for handicaps 13-28) competed against 104 other amateur golfers to win the India title and with it, the opportunity to participate in the International world finals in Buenos Aires, Argentina on 1-6 December, 2008.

BMW Golf Cup International

BMW Golf Cup International, one of the world's largest amateur golf tournament series can trace its roots back a quarter of a century to a British-based initiative that ran on its own for five years before going international. The tournament started as the BMW Invitation Tournament in UK. It has now developed into a global series with 1,000 qualifying tournaments involving 100,000 players in up to 50 countries. The best players from each nation qualify for the highlight, the BMW Golf Cup International World Final.

If you have any queries, please contact:

Corporate Communications

Abhay Dange, General Manager Press and Corporate Affairs

Telephone: Cell: +91 9910481013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612,

Email: Abhay.Dange@bmw.in

Manas Bhardwaj, Vox Public Relations

Cell: +91 9899875734, Tel: + 91 11 4061 3003, Fax: + 91 11 4016 3011, Email:

Manasb@voxpr.co.in

Internet: www.bmw.in