

Press Release

5 December 2016

South Korean Golfer Sung Lee scores a Hole-in-One in Panasonic Open India, drives home a BMW Z4.

New Delhi. BMW India awarded a BMW Z4 to Mr. Sung Lee from South Korea, who scored a Hole-in-One in the Panasonic Open India tournament recently concluded in New Delhi. Mr. Frank Schloeder, President (act.), BMW India handed over the keys of the BMW Z4 to Mr. Lee at a prize distribution ceremony held on 4 December 2016.

The hole-in-one challenge is an extraordinarily tempting offer, but one that most pros have yet to take up. To win the BMW Z4, the criteria was to meet two important conditions: first, the golfer must score a hole-in-one; and second, it must be on the specific hole where the BMW Z4 was to be awarded as the prize.

Mr. Sung Lee, a one-time winner on Tour struck the second Hole-in-One of his career with an eight-iron from 171 yards on the par-three fifth hole at the venerable Delhi Golf Club.

Mr. Frank Schloeder, President (act.), BMW India said, "BMW is driven by passion and excellence, the inherent qualities of a winner. Scoring a Hole-in-One is not an easy feat and Mr. Lee has done it twice in his career. We congratulate him on this spectacular shot and are delighted to hand over the BMW Z4 to him. Mr. Lee's success is bound to inspire other golfers in the country. BMW's association with golf has been a long-standing one and we are delighted to present the sport and its many valuable attributes to a broader audience across India."

The most attractive roadster in its class, the BMW Z4 embodies the excitement of dynamism and aesthetics in an uncompromising style. It represents a time-honoured and yet alluringly contemporary interpretation of the traditional roadster concept.

The contemporary design language reflects a harmonious interplay of sportiness and elegance while the beautiful craftsmanship and premium materials create an exclusive ambience in the interior – making every drive of BMW Z4 a journey of discovery for all the senses. Power, responsiveness and revving ability characterize the sheer driving pleasure of the BMW Z4.

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BMW Group in India

With its three brands, BMW, MINI and Rolls-Royce, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with automobiles and motorcycles, the BMW Group's activities in India comprise of financial services for its premium clientele.

Till date, BMW Group has invested 11.3 billion Indian Rupees (€ 167 million) in its subsidiaries in India. (BMW India – INR 4.9 billion (€ 69 million) and BMW Financial Services India – INR 6.4 billion (€ 98 million). BMW India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region).

The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country.

The BMW Plant Chennai locally produces the BMW 1 Series, the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the BMW X5.

BMW dealerships also display the BMW 6 Series Gran Coupe, the BMW X6, the BMW Z4, the BMW M3 Sedan, the BMW M4 Coupe, the BMW M5 Sedan, the BMW M6 Gran Coupe, the BMW X5 M and the BMW X6 M which are available in the country as Completely Built-up Units.

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