

BMW

Ireland.

Corporate Communications



Media Information
3 April 2024.

BMW becomes the driving force behind women's golf in Ireland.

- BMW Ireland becomes Official Partner of the KPMG Women's Irish Open.
- The investment consolidates BMW's position as a leader in supporting Golf in Ireland.
- Friend of the BMW Brand Leona Maguire is the highest ranked player at the tournament

BMW Group Ireland is set to become Official Car Partner to the KPMG Women's Irish Open. The leading Ladies European Tour event, which is set to take place in Carton House, a Fairmont Managed Hotel, Maynooth, Co. Kildare from 29 August until 1 September 2024. This tournament has become one of the most popular events on the professional golf calendar in Ireland. The agreement was signed in partnership with the tournament organisers, ForeFront Sports.

This marks a significant step for BMW Group Ireland in Golfsport, having supported the Amgen Men's Irish Open for over 10 years. BMW is also celebrating its 20th anniversary supporting Golfsport globally.

"Golfsport has showed significant growth in Ireland since the Pandemic. Coupled with some of the top talent emerging in Irish Women's golf, we are excited to be getting behind Women's golf in Ireland." said Helen Westby, Managing Director BMW Group Ireland.

BMW will also be working closely with its Friend of the BMW Brand Leona Maguire to promote the KPMG Women's Irish Open and women's golf in Ireland.

Leona Maguire said: "I am thrilled that BMW, who is synonymous with golf, is coming on board to support the KPMG Women's Irish Open. It's a testament to how popular women's golf is becoming and shows the intent of BMW Group Ireland to support women in sport. They have supported me for several years now; I am so grateful for their ongoing support".

Over the duration of the sponsorship BMW Group Ireland will provide a fleet of Electrified cars to support the event, activations with its vehicles and a competition for golfers to participate in the BMW pro-am golf competition in the lead up the event.

Commenting on this announcement Cian Branagan founder of Forefront Sport said:

BMW

Ireland

Corporate Communications

Media Information

Date 07 February, 2024

Subject **BMW becomes the Driving Force Behind Women's Golf in Ireland.**

Page 2

"We are proud to be announcing this new journey with such an iconic brand who have an amazing history in supporting golf in Ireland. This partnership is a true reflection of their drive to invest in women's sports and we are excited to partner with them leading into this year's KPMG Women's Irish Open at Carton House".

To secure your tickets and keep up to date with the latest player announcements for the KPMG Women's Irish Open, please visit www.womensirishopen.ie. You can also follow the tournament via social media by following @womensirishopen on Instagram, Twitter, TikTok and Facebook.

-ENDS-

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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 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 success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

For more Information:

For further details on KPMG the Women's Irish Open, please contact:

Eimear McManus - emcmanus@forefrontsports.ie

Ruth Crehan - rcrehan@forefrontsports.ie

For general queries, please contact: Info@womensirishopen.ie

Laura Condrón | Corporate Communications & Events Manager, BMW Group Ireland | 086 047 7549 | Laura.Condron@BMW.ie

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>