

BMW

Ireland

Corporate Communications



Media Information
31 March, 2025

BMW Accelerates Support for Women's Golf in Ireland and Renews KPMG Women's Irish Open Partnership.

Dublin, Ireland: BMW Group Ireland have announced a continued partnership with the KPMG Women's Irish Open. The company has signed a new two-year agreement as 'Official Car Partner' and Premium Sponsor and builds on its 2024 inaugural partnership with Tournament partners, Forefront Sports. This update solidifies BMW's commitment to supporting Golf and Women's sports in Ireland.

The 2025 KPMG Women's Irish Open will take place again from 3 to 6 July at Carton House, a Fairmont Hotel and Resort in Maynooth, Co. Kildare. This year's event boasts an increased prize fund of €450,000, promising to be the most competitive tournament yet with some of the best players in the world participating. This year's event will feature some of the top names in women's golf, including Leona Maguire, Georgia Hall, Annabel Dimmock, Lottie Woad, Madelene Sagström, and 2026 Solheim Cup captain, Anna Nordqvist – arguably the strongest field assembled across the Ladies European Tour this year.

To celebrate this announcement BMW Group Ireland is offering a unique opportunity for Golf fans to play with Leona Maguire in the Pro-Am Competition on Wednesday 2 July. The prize includes a chance for a team of three (female or male) to play with Leona, plus an overnight stay and dinner at the Pro-Am reception at Carton House. Participants can find out more and enter at www.Discoverbmw.ie.

Helen Westby, Managing Director of BMW Group Ireland, commented on the partnership: "Golf is at the heart of the BMW brand where Women's Golf is in a very exciting place. This partnership is a true reflection of BMW Group Ireland's drive to raise the profile of Women's Golf in Ireland and support Women's sport, we want to inspire the next generation of female golfers."

BMW Friend of the Brand Leona Maguire, expressed her excitement for the upcoming event: "I'm really looking forward to this year's KPMG Women's Irish Open, some of the best Golfers in the World in attendance and it's exciting to see the support from world-class brands like BMW and see the plans for this year's event take shape."

Cian Branagan, Tournament Director at the KPMG Women's Irish Open said: "We are delighted to have BMW Ireland back as a partner for the KPMG Women's Irish Open. Their support and commitment to women's golf in Ireland is invaluable and will help us deliver an even bigger and better tournament in 2025."

In addition to the KPMG Women's Irish Open, BMW Group Ireland will host the BMW Golf Cup in August, providing an opportunity for winning amateur Golfers to represent Ireland at a further regional final in

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Scotland on the provisional date of the 19th of June and the World-finals which will be held in South Africa. For more information visit [HERE](#).

Fans are encouraged to visit www.Discoverbmw.ie for more information about BMW Ireland's KPMG Women's Irish Open and how to avail of tickets.

Notes to Editors

Video Assets: [HERE \(Landscape\)](#) [HERE \(portrait\)](#)

Leona Maguire is pictured with the new fully electric BMW iX1, which is priced from €52,275 on the road and is available at BMW dealerships nationwide. The BMW iX1 is the latest addition to BMW's all-electric vehicle lineup and delivers exceptional performance, range, and sustainability. With a 64.7 kWh high-voltage battery and an electric motor producing 230 hp, the iX1 can accelerate from 0-100 km/h in just 5.7 seconds. It offers an impressive WLTP-estimated range of up to 438 km on a single charge, making it an ideal choice for eco-conscious drivers.

BMW Group Ireland has the most extensive electrified range of vehicles in the premium market, with 13 fully electric models available across all customer and vehicle segments. This includes the BMW iX1, iX2, iX3, i4, iX and the recently launched i5 and BMW i7, providing customers with a wide variety of options to suit their driving needs and sustainability goals. BMW's commitment to electrification is a key part of their strategy to lead the transition towards a more sustainable future.

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-

About 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.

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In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 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 and production to the end of their useful life.

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