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BMW International Open 2010



Press release
08 June 2010

Rookie meets old masters.

Super talent Manassero, six-time major winner Faldo and darling of the crowds Jiménez strengthen the world class field at Eichenried.

Munich. Just two weeks to go until the start of the 22nd BMW International Open on 24 June. Anticipation is mounting in advance of Germany's only major tournament while intensive work is being carried out at Munich Eichenried. After all, some stellar golfers have promised to come. Matteo Manassero (Italy) is currently golf's biggest talent and he will go head-to-head with Sir Nick Faldo (England), Europe's most successful pro of all times. Miguel Ángel Jiménez (Spain), a three-time BMW title winner (BMW Asian Open 2004, BMW International 2004, BMW PGA Championship 2008) and darling of the crowds is also returning to Eichenried.

The three world-class entries round off the strongest field in the history of the tournament. Three-time major champion Ernie Els (South Africa) and English player Paul Casey will be teeing off as two players from the top ten in the world rankings. Martin Kaymer, winner of the anniversary BMW International Open in 2008, will be pulling out all the stops to notch up another triumph at Eichenried's Championship Course and gain a ranking among the top ten golfers in the world. Alongside him, other tour greats like Sergio García (Spain) and Robert Karlsson (Sweden) will be battling hard for the title – which would also entail important qualification points being gained under the eyes of Ryder Cup Captain Colin Montgomerie (Scotland) for the battle of the continents being held in Wales at the beginning of October.

"We are very proud to be in a position to present our spectators and all golfing fans with such an excellent field of players," commented tournament director Marco Kaussler at a press conference held at Munich Eichenried Golf Club. "Tournaments rarely offer the spectacle of such an exciting mix of experienced champions and ambitious young pros."

Italian golfer Manassero aged 17 is projected by golfing experts and fellow players alike to be golf's future number one. He was already making waves as an amateur when he took 13th place in the British Open at Turnberry in 2009. This April, he was the youngest player of all time to make the cut at the US Masters in Augusta. Manassero only subsequently turned pro at the BMW Italian Open one month ago.

By comparison, six-time major champion Faldo and Jiménez have a wealth of experience on all the world's golf courses. They will be joined by local matador Bernhard Langer in attempting to

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match the superior physical strength of the younger players with their huge experience. After five second places, the Bavarian golfer is competing for the 20th time to achieve his first victory in the BMW International Open.

This year, players and spectators at the BMW International Open will notice a number of changes at the Eichenried championship course. The pond at the 12th fairway (par 3) has been moved closer to the green and extended backwards. "A green tongue of the green now extends into the pond," explains Korbinian Kofler, Managing Director of Munich Eichenried Golf Club. "This means that new flag positions are possible that allow some spectacular strikes. If a ball is pitched a little too short or struck with too much spin, it quickly lands in the water."

The fairway at the 15th hole has been redesigned to be a perfect match for the architecture of this fairway. The championship tee-off had already been moved 62 metres further back at the BMW International Open in 2009 – but poor weather made it impossible to play the extended version. The premiere of the new 15th fairway is therefore scheduled to take place one year later.

The quality of the landscaping at the course has also been much improved. New trees between the fairways, improved positioning of pathways and upgraded garden design around the club house and entrance area transform a visit to the BMW International Open into an even more attractive and enjoyable experience. A wide range of golfing events and entertainment in the Public Area will also enhance the enjoyment of more than 60,000 visitors expected to attend this event. The BMW Pro Youth Tournament on Tuesday is an initial highlight of the tournament week in Eichenried. This will be followed by the regular Pro Am event on Wednesday. The players are particularly looking forward to the traditional Players' Party at Munich's prestigious club P1 on Saturday.

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BMW International Open 2010



Press release
08 June 2010

“Golf for All” – BMW brings golf to the city centre.

Driving, pitching and putting for everyone at Munich City Hall, Marienhof; Martin Kaymer offers coaching to young golfers.

Munich. The BMW International Open will be staged in line with tradition at the famous GC Munich Eichenried course on the outskirts of the Bavarian capital from 24–27 June 2010. As part of this year's event – the only professional golf tournament held in Germany – there will also be an opportunity to experience the unique character of the sport in Munich's city centre, where BMW will be issuing an open invitation to participate in its Golf for All day at the city's Marienhof on Tuesday, 22 June 2010.

Right in the heart of the Bavarian capital, between Dienerstrasse and Weinstrasse, the Marienhof will be transformed into a golf practice area, giving everyone with an interest the chance to sample a little of golf's unique fascination. Golf simulators, a target golf course and a putting area will be available for members of the public to try their hand under the supervision of trained instructors. There will also be competitions with prizes to be won, including tickets for the 22nd edition of the BMW International Open 2010.

The event kicks off at 11.00 a.m. and throughout the day there will be a varied programme of activities:

- | | |
|-----------|--|
| 11.00 hrs | Opening of event area |
| 13.00 hrs | Interview with Magnus Wiese, Head of BMW Golfsport Marketing |
| 14.00 hrs | Golf clinic featuring Munich 2018 Sports Ambassadors Rosi Mittermaier and Christian Neureuther under the instruction of top golf coach Marco Schmuck |
| 15.00 hrs | Presentation of the Bavarian Golf Association's "School Golf Concept" and the "Birdies Concept" of BIRDIES for Life e.V. in cooperation with Golf Club Munich Eichenried |
| 16.00 hrs | Golf demo with Germany's leading professional golfer and BMW Golfsport Ambassador Martin Kaymer |

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"Golf is all about dynamics and precision; at the same time it teaches values such as respect, fairness, self-discipline and courtesy – and it develops your power of concentration. We are delighted to have the opportunity to present the sport of golf and its many valuable attributes to a broader public right in the centre of Munich," says Magnus Wiese, head of BMW Golfsport Marketing. "Those with an interest in golf can experience the excitement of the professional game at first hand at the BMW International Open. From Tuesday to Friday spectators will have free entry to the BMW International Open, the only professional golf tournament held in Germany, in addition to complimentary use of the shuttle service between S-Bahnhof Ismaning and the tournament grounds. Throughout the week the public area will be the venue for a range of entertainment for fans of golf, cars and sport in general."

BMW has been committed to promoting golf as a mass sport for almost three decades. The company first organised an amateur series back in 1982. Now known as the BMW Golf Cup International, this tournament has since developed into the largest one of its kind, attracting around 80,000 entrants annually from all over the world.

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08 June 2010

The 17th – the “Sleeping Beauty” of GC München Eichenried.

This hole not only offers the chance to win a BMW 535i, it also conceals a rather unusual history.

Munich. For the starting field at the BMW International Open 2010, hole 17 represents a unique opportunity to win a dream car. Any player to achieve a hole-in-one here during the 22nd edition of the event will be given a BMW 535i. But the hole also hides a secret known only to a handful of professionals: the 17th hole of the championship course, a 189-yard par 3, is the “Sleeping Beauty” of the golf complex.

This is how it is affectionately known to members at the Eichenried Golf Club near Munich. Indeed, rarely has it been more appropriate to attach the tag of exclusivity to a hole on a golf course. For in reality, hole 17 exists for only two weeks a year – the week of the BMW International Open and the week that follows, when the championship course remains open for use by members. Throughout the rest of the year the 17th lies dormant in the shadows.

The reasons for this date back to the expansion of the golf course to create a 27-hole complex in 2001. The original 18 holes were split up to create three 9-hole courses, A, B and C. The first nine holes made up the A course, the other nine were divided between the B and C courses. But to ensure that the first and ninth fairways of the B and C courses departed from and returned to the clubhouse, each course required five new holes to be built. And that made a total of 28 – one too many.

“The 17th drew the short straw,” says Korbinian Kofler, Managing Director of GC München Eichenried. So for Eichenried members, tournament week is a welcome opportunity to enjoy the delights of the “old” 18-hole championship course again. As Kofler puts it: “It’s always a special treat to see the 17th played by professionals. Rather like meeting up with an old friend!”

That’s not to say the 17th green is neglected for the rest of the year. On the contrary, it receives even more care and attention from the greenkeepers than the other holes. “We have to spend more time on it than the other greens to ensure it has the same consistency,” says Kofler. “A green usually develops the correct degree of surface hardness from the pressure of the machinery and the golfers that play on it. But since the 17th has no golfers, the machines have to do more of the work.”

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Thanks to their attentions, hole 17 is in the same excellent condition as the rest of the course. And that's just as well, since on the final day in particular this is where the tournament can be won or lost. The elongated green is protected by bunkers on either side and, unusually for Eichenried, features two tiers. "The green falls away on all sides, so it's vital to land the ball in the middle," explains Kofler. "You can easily end up with a bogey here." For this reason most players are happy to settle for a par and save an attack for the par 5 final hole.

Scoring a hole in one at the 17th is no easy task. However, one professional has achieved the feat. The Frenchman Raphaël Jacquelin holed out in 2001 and earned himself a BMW Z8 for his efforts.

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BMW International Open 2010



Press release

14 April 2010

Els, Casey and García challenge Kaymer and Langer in the best field in the history of the tournament.

BMW extends German commitment until 2014.

Munich. German golf fans can look forward to an absolute highlight at the 22nd BMW International Open. Three players from the top ten in the world rankings will tee off at Golfclub Munich Eichenried from 24th to 27th June 2010. Paul Casey (England), the current number seven in the world, Ernie Els (South Africa) the number eight and Martin Kaymer (Germany) the number nine will be up against countless world-class pros as they look to secure a share of the two million Euros prize money and one of the most prestigious titles on the European Tour.

"I am conscious that it will be harder than ever to win the BMW International Open with a top-class field like this," said Kaymer at Wednesday's press conference at BMW Welt, Munich. "But it goes without saying that I will still give it my very best shot. I have a lot of good memories of this course." At the 20th anniversary of the tournament two years ago, Kaymer became the first German to win the BMW International Open. Last year, however, he missed the cut. "I have a score to settle," he said.

The 21st BMW International Open was won by England's Nick Dougherty in 2009. The defending champion also travelled to Munich on Wednesday, and is glad to think back to last year. "That was the most important victory of my career so far," said Dougherty. "I will never forget how I came through to win against Major winners like Bernhard Langer and Retief Goosen (South Africa) in the final round. It goes without saying that I can hardly wait to get back on the course in Eichenried." As with Kaymer last year, Dougherty could make tournament history this June, as no player has yet managed to successfully defend his title at the BMW International Open in 21 tournaments.

Tournament President Karsten Engel had another piece of excellent news for golf in Germany. The contract between the BMW International Open and the European Tour has been extended to 2014. "We have been involved in the BMW International Open as partner and organiser since 1989. We are very proud of this continuity and the excellent reputation the tournament enjoys around the world," said Engel. This extension means that Germany retains its only tournament on the European Tour.

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BMW International Open 2010



“We are pleased to be able to offer the many golf fans in this country another four years of thrilling, world-class golf.”

Even at a very early stage, an extraordinary number of top players have accepted the invitation to the 2010 BMW International Open. Alongside 2009 BMW PGA Championship winner Casey and three-time Major winner Els, who already has two tournament victories to his name this year, Sergio García (Spain) will also tee off in Eichenried. Among other achievements, the former number two in the world boasts an unrivalled Ryder Cup record. Meanwhile, two-time Masters champion Bernhard Langer (Germany) will be going all out to finally win his home tournament at the 20th attempt, having already finished runner-up on five occasions. Another world-class professional and experienced Ryder Cup player returns to Eichenried this year, in the form of 1997 winner Robert Karlsson (Sweden).

With the prestigious inter-continental competition in mind, this year's BMW International Open will also be played under the motto “100 days to go”. Just 100 days after the tournament in Munich, the Ryder Cup – the biggest event in international golf – will tee off on 1st October 2010 at the Celtic Manor Resort in Newport (Wales). The BMW International Open is an outstanding opportunity for the top players to pick up important points in the race for the coveted places in the two teams. Europe's captain Colin Montgomerie (Scotland) will be able to watch the tournament at close hand. The 1999 winner has also confirmed his start place at the 2010 BMW International Open.

BMW will be represented as partner and Official Car in Wales. BMW is the only brand in the world to be represented on the US PGA Tour (BMW Championship), the European Tour (BMW PGA Championship, BMW International Open, BMW Italian Open) and at the Ryder Cup. This makes BMW the most important global player in the world of golf.

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BMW International Open 2010



Press release

14 April 2010

Casey, Els, Kaymer – three of the TOP TEN do battle for the title. Profiles of the biggest stars at the 22nd tournament in Munich.

Munich. Even the BMW International Open has never experienced such a strong line-up as in its 22nd year. Early on in proceedings, organiser BMW managed to secure the commitment of three of the top ten players in the world, in the form of Ernie Els, Paul Casey and Martin Kaymer. Sergio García's first start in Eichenried for six years is another major talking point. Veterans Bernhard Langer, the local favourite, and European Ryder Cup captain Colin Montgomerie complete the who's who of stars.

In **Paul Casey** the BMW International Open welcomes a player who established himself as one of the very best in the world in 2009. The Englishman won three tournaments: the Abu Dhabi Championship, the Houston Open on the US PGA Tour, and the BMW PGA Championship in Wentworth, England. The triumph at the European Tour's flagship event was the biggest victory of the three-time Ryder Cup player's career so far. It also saw Casey climb into the top three in the world rankings. Despite a rib injury, which forced him to watch from the sidelines for three months late in the summer, he has been a permanent fixture in the top ten ever since. The 32-year-old showed that he had not lost any of his form in 2010 when he played his way into the final of the WGC Match Play Championship in Arizona in February.

Starts at the BMW International Open: 8

Best result: 3rd place (2003, 2004, 2008)

The elegant swing alone makes watching **Ernie Els** at work an absolute pleasure. The 40-year-old South African is not respectfully known as "The Big Easy" for nothing. The three-time Major winner is regarded as one of the best players of all time: a status he underlined in impressive style early in the 2010 season. In March he followed up his win at the WGC CA Championship in Miami up with victory at the Arnold Palmer Invitational in Orlando, returning to the top ten in the world rankings after a poor 2009 by his standards. Els, a former number one in the world and the role model for Germany's Martin Kaymer, holds many records in the world of sport - however, he is still missing a victory at the BMW International Open.

Starts at the BMW International Open: 4

Best result: 5th place (2000)

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Martin Kaymer will always be known as the first German winner of the BMW International Open. He clinched the much-celebrated home victory in a play-off against Denmark's Anders Hansen in 2008. Since then Kaymer has continued to do what he has done over the entire course of his career: consistently work his way upwards. In his debut year on the European Tour in 2007 he was voted rookie of the year, and followed this up with two victories in 2008. An intermittent foot injury in 2009 was probably the only reason the young German "only" finished third in the European money list, having picked up another two wins. Success in Abu Dhabi at the start of 2010 saw him climb into the top ten in the world rankings. At the age of just 25, Kaymer has already established himself among the sport's elite – but there is sure to be a lot more to come.

Starts at the BMW International Open: 5
Best result: Winner (2008)

Sergio Garcia is probably the most spectacular European player of his generation. When he turned pro at 19 years of age, the Spaniard was seen as the European answer to Tiger Woods. Although at 30 he is still relatively young for a professional golfer, Garcia has already spent over 300 weeks in the top ten in the world rankings; his highest position was number two at the end of 2008. In that year he won the Players' Championship in Sawgrass, the HSBC Champions in Shanghai and the Byron Nelson Award for the lowest average round on the US PGA Tour. The most impressive canvas for him to showcase his class is regularly the Ryder Cup. In 24 matches, Garcia has scored 67 percent of the points on offer – more than any other player to have played ten or more matches for Europe.

Starts at the BMW International Open: 2
Best result: 7th place (2001)

Having been forced to miss 2009 due to an eye injury, **Robert Karlsson** returns to the BMW International Open - a tournament with which he has a special relationship. The Swede celebrated the first big win of his career in Eichenried in 1997. The 40-year-old had to wait several years before claiming another win of this calibre. Since 2006, however, the 1.96m giant has been a permanent fixture in the European golfing elite: in that year he won two tournaments and represented Europe in the Ryder Cup. He repeated both these feats in 2008, when he also became the first Swede to win the European money list. Karlsson has already proven that even years seem to be a good omen for him in 2010: he won the Qatar Masters in January.

Starts at the BMW International Open: 8
Best result: Winner (1997)



BMW International Open 2010



Nick Dougherty's emotional victory at the 2009 BMW International Open was unforgettable. In a high-class final round, the 27-year-old reeled in South African Retief Goosen's three-shot lead and held both local hero Bernhard Langer and Argentinean Rafa Echenique at bay. This success was all the more remarkable, as Dougherty had endured one of the lowest points in his career the previous year, following the death of his mother. Unfortunately the smart Englishman – without doubt one of the biggest talents in European golf – has rather struggled to push on from his triumph in Eichenried. Time, then, for the defending champion to once again show his comeback and fighting qualities as he returns to Munich.

Starts at the BMW International Open: 7
Best result: Winner (2009)

The impression **Bernhard Langer** has made on the game of golf for over 30 years now is probably unique in the world of sport: wherever the man from Anhausen appears, he is up there challenging for the victory. Although he now plays his golf almost exclusively, and very successfully, with the seniors on the American Champions Tour, it will be no different at his 20th BMW International Open. He has shown this in recent years. He claimed the last of his five second place finishes in 2007. Last year he was also in contention right up to the end, before falling back to ninth place. However, it goes without saying that the 52-year-old has not given up: the two-time Masters champion will once again be doing everything in his power to finally win his home tournament in Bayern at the 20th attempt.

Starts at the BMW International Open: 19
Best result: 2nd place (1992, 1995, 2000, 2002, 2007)

Colin Montgomerie will celebrate his 47th birthday on the day of the Pro-Am tournament. Over the four days of the tournament, the eight-time winner of the European money list will then have to perform a difficult juggling act. On the one hand, the 1999 winner would naturally love to prove that he is still to be reckoned with as a player. On the other hand, his current role means his main focus will be on his colleagues. As European Ryder Cup captain, the BMW International Open offers him an excellent opportunity to check out the candidates for his twelve-man team. Whoever ultimately makes it into the team will be in good hands with Montgomerie. 23.5 points from eight appearances have earned the Scot the nickname "Mr. Ryder Cup".

Starts at the BMW International Open: 11
Best result: Winner (1999)

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14 April 2010

A round of golf with Els & Co?

The successful Pro-Am Challenge is extended to Hamburg and Mallorca.

Munich. For Hermann Urbas, Gunnar Asmussen and Travis Tjio, 24th June 2009 is the day a dream came true. The three friends from Munich enjoyed a round of golf with top Spanish pro José Manuel Lara on the Championship course in Eichenried, having secured the coveted starting places in the Pro-Am by winning the first BMW Pro-Am Challenge. Afterwards, the three happy amateurs spoke about the “highlights of our golfing careers”.

An experience that money cannot buy – this year, BMW is offering nine Pro-Am Challenge entrants this unique opportunity. The possibility of playing 18 holes with a superstar like Ernie Els or Martin Kaymer will be earned at three different venues in 2010. The huge success of the first Pro-Am Challenge means BMW is also staging attractive events in Hamburg and Mallorca, as well as the qualification tournament in Munich on the weekend before the tournament. This gives amateur golfers from other parts of Germany the chance to experience at first-hand the unrivalled atmosphere at the BMW International Open.

Teams of three amateurs will go head to head at all three venues. The members of the winning team will then join a world-class pro in a flight at the Pro-Am of the BMW International Open on 23rd June (Wednesday). The winners will also be invited to the Draw Party on the evening before the Pro-Am, as well as the Pro-Am Dinner and presentation ceremony on the Wednesday evening. The prize also includes two nights accommodation in Munich.

BMW Pro-Am Challenge Mallorca

Date:	1st May 2010.
Venue/time:	Arabella Golf Son Muntaner, start from 12:00 in groups of 6.
Evening event:	Presentation ceremony and get-together at the Castillo Hotel Son Vida.
Registration:	Via www.bmw-golfsport.com , on a “first come, first served” basis.

Arabella Golf offers participants of the BMW Pro-Am Challenge special accommodation arrangements, including the entry fee.

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BMW International Open 2010



BMW Pro-Am Challenge Hamburg

Date: 3rd June 2010.
Venue/time: Gut Kaden Golf und Land Club, start 12:00 in groups of 6
Final shoot-out in the HUGO BOSS store in Hamburg.
Evening event: Party at the HUGO BOSS store in Hamburg, with invited guests.
Registration: via www.bmw-golfsport.com, registration deadline: 24th May 2010.

BMW Pro-Am Challenge Munich

Date: 19th June 2010.
Venue/time: Holes 10 to 18 of the BMW International Open course at Golfclub Munich
Eichenried, start from about 12:00 in groups of 6.
Subsequent barbecue in the Fairway Club.
Registration: via www.bmw-golfsport.com, registration deadline: 9th June 2010.

General Participation Conditions and Format

Identification: Amateurs aged 18 or under, who are members of an official member club affiliated to the DGV or a foreign, national association.
Handicap: 36 or better. The total handicap of a team must not be below 40 (e.g. 38 is not permitted).
Format: Florida Scramble.
Scoring: Gross.
Start fee: € 150 per team. Payment to be made on-site on the day of the tournament.
Draw: A maximum 15 teams and 15 individual registrations (5 further teams) are permitted. If more registrations than available places are received for the tournaments in Hamburg and Munich, a draw will be made to determine who may participate.

BMW International Open 2010



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BMW International Open 2010



Press release

14 April 2010

In the footsteps of Els and Kaymer.

Germany's only top tournament provides the ideal forum for beginners, budding pros and fans.

Munich. With its exquisite line-up, this year's BMW Open offers a particularly classy object lesson for golf fans. That obviously goes for interested hobby golfers looking for inspiration for their own game. However, anyone unfamiliar with the relaxed swing of an Ernie Els or a Martin Kaymer can also try their hand at emulating the superstars on the tournament grounds in Eichenried. BMW is offering those not yet hooked on golf the opportunity to reach pick up a club and give it a go in an informal atmosphere.

As the company's decade-long commitment underlines, BMW is constantly aiming to promote the development of golf in Germany. For beginners, the organiser is this year joining forces with the Bavarian Golf Association (BGV) to offer to offer a guided tour of the tournament grounds. Once the guests have familiarised themselves with the equipment, professionals from the BGV take the beginners under their wing on the driving range. In addition, participants are treated to a few excursions behind the scenes of the BMW International Open.

This offer is affiliated to the BMW Golf School, in which trained golf instructors pass on their knowledge and skills. The Public Area also offers many more activities and opportunities for those interested in golf to obtain more information. The BGV Info Stand is a good starting point.

"It is a great desire of BMW to introduce as many people as possible to the fascination of golf," says Magnus Wiese. "We are delighted to be able to offer such a varied programme to all those interested in golf – from beginners to the top players of the future – at the BMW International Open."

In keeping with this philosophy, BMW offers some of Germany's most talented youngsters a very special privilege. At the BMW Pro Youth Tournament on the Tuesday of the tournament week, the leading under 14s from eight regions in Germany go head to head – each partnered by a world class professional.

Fans can also watch their idols in action on the Wednesday before the start of the tournament. Once again, one or two celebrities will also be seen teeing off on Eichenried's Championship Course at the traditional Pro-Am Tournament. Spectators can visit the BMW International Open

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BMW International Open 2010



free of charge from Tuesday to Friday. Golf, automobile and sports fans will be treated to a feast of entertainment in the Public Area throughout the entire week. A number of top professionals will also stop in for a live interview on the stage in front of the leaderboard.

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BMW International Open 2010



Press release
08 June 2010

Fascinating sport.

Golf, motor sport and skiing fans get their money's worth at the BMW Sports Exhibition.

Munich. The 2010 BMW International Open does more than just deliver the thrill and excitement of world-class golf: Germany's only pro event offers some unique sporting experiences beyond the greens too. In the Public Area of the BMW Sports Exhibition, visitors will find a tempting variety of options to choose from.

There's a chance to challenge each other in the Putting Contest on the practice green opposite the Fairway Club, for example. Anyone hoping to win needs technique, accuracy and strong nerves. The scores are totted up twice a day, and the winners presented with valuable golf prizes. Next door, a small exhibition on the Ryder Cup brings to life this enthralling tournament. In its capacity as Partner and Official Car, BMW brings all its expertise to bear in supporting the Ryder Cup.

As ever, motor sport fans too will be well provided for at Eichenried. The BMW M3 driving simulator at the centre of the Public Area has already become a cherished feature, giving visitors a feel for what it is like to be in a racing cockpit. Next to it, spectators attending the 22nd edition of the BMW International Open will for the first time have access to a ski simulator as well, enabling them to take off on their own world cup downhill run. Who knows, it may even bring to light one or other undiscovered talent worthy of the 2018 Olympic and Paralympic Winter Games. As National Sponsor, BMW is pulling out all the stops to support the city of Munich's bid for this mega event.

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BMW International Open 2010



Press release
09 June 2010

BMW International Open 2010 – tournament info. Dates, admission costs and TV broadcasting times.

Dates:

1 May 2010

BMW PRO-AM Challenge

Registration at www.bmw-golfsport.com)

3 June 2010

BMW PRO-AM Challenge

(Gut Kaden Golf und Land Club near Hamburg

Registration at www.bmw-golfsport.com)

19 June 2010

BMW PRO-AM Challenge

(Golfclub München Eichenried

Registration at www.bmw-golfsport.com)

22 June 2010

BMW PRO-Jugend Golferlebnis

(Team competition for Germany's best
junior golfers)

“Golf for All” at the Marienhof

(Join-in event for everybody outside
Munich City Hall)

23 June 2010

PRO-AM Experience

24 to 27 June 2010

BMW International Open

(4 tournament rounds, cut after 2nd round,
presentation ceremony on Sunday, 27 June 2010
on the 18th green after the final putt)

Prize money: 2 million euros

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BMW International Open 2010



Admission:

22 to 25 June 2010	Admission free
26 June, 27 June 2010	Day ticket advance booking: 30 euros (incl. VAT) Day ticket on the day: 35 euros (incl. VAT)
26 and 27 June 2010	Season ticket advance booking: 45 euros (incl. VAT) Season ticket on the day: 50 euros (incl. VAT)

BMW Card holders are eligible for a 50% discount on day tickets (max. 2).

Concessionary day tickets at 17 euros are available on the day for young people aged 16 and over, pupils, students and disabled people, on presentation of the appropriate ID. Children and young people up to 15 years of age are admitted free.

For ticket bookings and further information on the tournament, please contact the BMW International Open advance booking office.

Tel:	+ 49 (0)89 - 99 92 99 99	Email:	bmw@ra-sta.de
Fax:	+ 49 (0)89 - 99 92 99 98	Web:	www.bmw-golfsport.com

TV broadcasting times in Germany: (subject to change)

sky	24.06.2010	15.30	18.30	Live
	25.06.2010	15.30	18.30	Live
	26.06.2010	14.30	18.30	Live
	27.06.2010	12.00	16.00	Live
sport1	24.06.2010	23.00	00.00	Highlights Day 1
	25.06.2010	23.00	00.00	Highlights Day 2
	26.06.2010	21.00	22.00	Highlights Day 3
	27.06.2010	23.00	00.00	Highlights Day 4
	28.06.2010	23.00	00.00	Highlights total
n-tv	25.06.2010	05.35	06.00	Highlights Day 1
	26.06.2010	00.40	01.10	Highlights Day 2
	27.06.2010	00.40	01.10	Highlights Day 3
	28.06.2010	00.40	01.10	Highlights Day 4
	29.06.2010	16.45	17.00	Highlights total



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BMW International Open 2010



Press release

14 April 2010

Behind the Scenes.

A glance at some interesting figures reveals what goes on behind the scenes in order to make the European Tour event such a success.

000.002	Video walls and 50 monitors are installed
000.010	Leaderboards and 2 hole-by-hole scoreboards
000.020	Tons of scrap and residual waste are separated and disposed of
000.025	BMW cars are provided on the premises
000.055	Exhibitors presenting their golfing products
000.060	Golf carts in use at the course
000.045	Cars in the BMW Shuttle Service fleet
000.153	km of cables and pipes for electricity, water and telephone, plus
000.220	Lorries are unloaded
000.300	Grandstand seats in the BMW Customer Lounge
000.350	Media representatives are accredited
000.440	Volunteers are in action
000.800	Hours of cleaning
000.939	Hours of global television coverage of last year's BMW International Open
003.000	m ² of superstructures (including Fairway Club, Media Center)
003.100	Seats in the stands (1990: 800 seats)
003.500	Workers in action to ensure the tournament runs smoothly
004.500	Parking spaces available for visitors
005.000	Pretzels are consumed
006.640	Hours worked by greenkeepers before and during the tournament
007.758	Hours worked by scorers, marshals and caddies during the tournament.
008.000	m ² exhibition and catering area
022.500	m ² of Public Area
025.000	Litres of water drunk in the week of the tournament
038.850	Approximate number of golf shots played over the 450 rounds at the tournament
060.000	Spectators expected
140.000	Kilometres driven by the BMW Shuttle Service

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BMW International Open 2010



Press release
14 April 2010

An English comeback, a German evergreen, and Europe's shot of the year.

Chronicle of the BMW International Open 2009.

Munich. The 21st BMW International Open began as a logistical challenge in extremely difficult weather conditions, and ended with one of the most spectacular final days in the history of the tournament.

Tuesday, 23.6.2009

It rained and rained and rained. 65 litres of water per square meter fell on Eichenried's Championship course on Tuesday alone. A round of golf was unthinkable in these conditions, meaning the Pro-Youth Tournament had to be rearranged at short notice – instead of taking to the course as planned, the eight world-class professionals, including Martin Kaymer, Bernhard Langer and Colin Montgomerie, gave Germany's best golfers in the under 14 age group a special clinic on the driving range. They then moved on to some relaxed interview training in the Media Center. Both sides were equally impressed with what they saw. "I could never hit the ball as far as these boys at their age," said Kaymer.

Wednesday, 24.6.2009

Those responsible for the course headed out at four in the morning to begin work on preparing the course for the Pro-Am. Fortunately the weather played ball – it only rained lightly. The focus at the Pro-Am was on the flight with defending champion Martin Kaymer, who teed off with three more German sports stars: former Germany goalkeeper Oliver Kahn, Formula One driver Nick Heidfeld, and slalom skier Felix Neureuther. "You can certainly learn a lot," said a delighted Neureuther after his 18 holes.

Thursday 25.06.2009

The star of the first day of the 2009 BMW International Open was the Championship Course. Although it had experienced rain of biblical proportions in the days before the tournament, and even the opening round was played in some heavy showers, the Championship Course in Eichenried was in excellent condition. "Everyone involved here has done a fantastic job," praised the Englishman Richard Finch, who lay in second place two shots behind the leader, and one of the tournament favourites, Retief Goosen (South Africa, 64 shots, eight under par).

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BMW International Open 2010



In 12th place, four shots behind Goosen, Bernhard Langer was the best German. "In the past that was always the case," Langer commented on his status as number one German. Unlike in days gone by, however, this did not go without saying in 2009. However, defending champion Martin Kaymer was struggling – particularly on the greens. "I missed too many putts," said the young German, who ended the day in 63rd place on one under par.

Friday 26.06.2009

Things were to get even worse for Kaymer on day two. After a round of 72, the defending champion missed the cut. "Very, very disappointing. I fought right to the end, but nothing worked today," he said. The following two weekends were to prove that he responded in the right way to his disappointment. Kaymer claimed back-to-back victories at the Open de France and the Scottish Open.

The fans were able to swallow the bitter pill of his departure, and that of public favourite John Daly (USA), thanks to the thrilling tournament developing at the top of the leaderboard. Langer had also established himself in the leading group. Maintaining his four-shot deficit to half-way leader Goosen, and moving up to eighth place, the veteran issued a challenge to the competition: "I know that I can still pull away from some of the younger guys."

Saturday 27.06.2009

No sooner said than done. Langer continued to fuel the fans' euphoria with a bogey-free third round of 65. Amid wild celebrations, he sank some unbelievable putts and closed to within two shots of Goosen. "The atmosphere is fantastic," he said, adding that he would "give everything" to realise his dream of a first victory at the BMW International Open.

However, the shot of the day went to his old mate Colin Montgomerie. The European Ryder Cup captain hit a hole-in-one on the eighth hole. The Scot was a little unlucky: had he carded the ace on the 17th hole, he would have been rewarded for his efforts with a BMW Z4 sDrive35i. Meanwhile, third-placed Englishman Nick Dougherty gave away a better position going into the final round when he found the water on the 18th hole.

Sunday 28.06.2009

The three-shot deficit did not pose Dougherty too great a problem, however. It took just three holes to reel Goosen in. Over the second half of the final round, Dougherty then moved clear of the South African. This was primarily thanks to his unshakeable putting. "I have rarely seen anyone putt that well," praised Langer.

The German missed out on victory once again. "After the birdie on the first, nothing else came together for me," he commented after slipping back to ninth place. Dougherty, in contrast,



BMW International Open 2010



carded a brilliant final round of 64 (266 shots for the tournament) to pick up the winner's cheque for more 333,330 Euros. He was deeply moved after his efforts, as this was his first success after the loss of his mother the previous year.

As well as this comeback, the 21st BMW International Open will always be remembered for one phenomenal shot. At the end of his final round, Argentinean Rafa Echenique became the first player in the history of the tournament to hit an albatross on the 18th hole. His second shot - a 3 iron from 222 metres from the pin - rolled straight into the hole. As a result, Echenique equalled the course record of 62, equalled the European Tour record of just 27 shots for the inward nine holes, and moved ahead of Goosen to finish the tournament in second place. His albatross was subsequently voted the "Shot of the Year" on the European Tour.

His rival's masterful shot meant that Dougherty could not relax until he sank his very last putt. "To go out and beat two Major champions in your group (Retief Goosen and Bernhard Langer), and then to hold off this incredible finish from Rafa Echenique – that is really special," said the winner of the 21st BMW International Open.

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BMW International Open 2010



Press release

14 April 2010

BMW Golfsport – JOY LOVES TO DRIVE.

BMW's most important commitments to international, professional golf.

Munich. With the BMW International Open, BMW organises the only European Tour event on German soil. 1989 was the start of the success story for this tournament, which has been one of the most important and popular on the Tour for many years.

1989 also marked the start of BMW's involvement in professional golf. The relationship between the Munich-based company and the sport of golf has grown continuously ever since. In the meantime BMW is an integral part of the golfing world. As a strong and highly regarded partner it is the only brand represented on all the major tours. With the organisation of four professional tournaments, 15 "Official Car" partnerships and the global amateur tournament series, the BMW Golf Cup International, BMW is the most important global player in the world of golf. With this in mind, the company has recently set an important course for the future. BMW has extended its commitment to the BMW International Open for a further four years, taking it to 2014.

BMW International Open (European Tour).

The tournament, close to the company's headquarters in Munich, enjoys an excellent reputation. Pros particularly appreciate the extraordinary general conditions achieved by BMW organisation: the course, which is always magnificently prepared, the seamless organisation, the popular evening events and exemplary player care, which also includes the BMW Shuttle Service and numerous test vehicles for the players.

In the 21 years of the tournament, international stars such as Severiano Ballesteros, José María Olazábal (both Spain), Nick Faldo (England), Greg Norman (Australia), Bernhard Langer (Germany), Fred Couples (USA), Vijay Singh (Fiji), Retief Goosen and Ernie Els (both South Africa) have regularly teed off at the BMW International Open. For this reason, the title in Eichenried is among the most prestigious on the European Tour.

In 2009, England's Nick Dougherty celebrated the "biggest win of my career" after claiming his third victory on the European Tour with a fantastic final round of 64. Dougherty had to hold off a spectacular attack from Argentinean Rafa Echenique, who hit the European Tour's "Shot of the Year" - an albatross from 222 metres out on the 18th hole. Retief Goosen, who led going into the final round, ended up in third place. Bernhard Langer fought all the way, and eventually finished as the top German in ninth place.

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BMW International Open 2010



In 2010, 156 players will once again compete for prize money totalling two million Euros from 24th to 27th June.

BMW Championship (US PGA Tour).

BMW has been organising one of the most important tournaments on the US PGA Tour, in the form of the BMW Championship, since 2007. The event is the third of four play-off tournaments, making it the semi-final for the play-offs on the US PGA Tour and the FedExCup.

Tiger Woods was victorious at the BMW Championship in 2007 and 2009 and went on to win the FedExCup in both years. Last year the world number one thrashed the opposition in inimitable fashion to win with an eight-shot lead over compatriot Jim Furyk and Marc Leishman (Australia). Woods' third round of 62 was a new course record at the traditional Cog Hill Golf & Country Club.

The 2010 BMW Championship, which boasts a prize purse of 7.5 million dollars, will once again take place in Cog Hill, on the outskirts of Chicago. The tournament will be held from 9th to 12th September.

BMW PGA Championship (European Tour).

BMW has been partner and lent its name to the European Tour's flagship event in English Wentworth (Surrey) since 2005. The West Course is among the most important golf courses in the world. In 2010 the BMW PGA Championship will receive particular attention from golf fans, as this is the first professional tournament since the historic course has been completely renovated.

The renovation was undertaken by Ernie Els, and there could not be an architect with a better knowledge of the course than the South African star. After all, Els has a house alongside the 16th hole and won the World Matchplay Championship a record seven times in Wentworth.

However, it was local hero Paul Casey, who was born in Surrey, who came out on top at the 2009 BMW PGA Championship. He was involved in a thrilling duel with compatriot Ross Fisher, which went right down to the last shot. Two birdies on the final two holes was ultimately enough to give favourite Casey victory and move him up to third place in the world rankings.

From 20th to 23rd May, the BMW PGA Championship will once again boast prize money totalling 4.5 million Euros.



BMW International Open 2010



BMW Italian Open (European Tour).

BMW is partner of the BMW Italian Open in Royal Park I Roveri, near Turin, for the second year in 2010. The tournament is one of the most historic on the continent. It has been held since 1925 and has been a permanent fixture on the European Tour calendar since it was founded in 1972.

Argentina's Daniel Vancsik was the worthy winner at BMW's debut last year. After a top-class final round of 65, Vancsik finished with a six-shot lead over his closest rivals. One of the highlights of the event was the comeback of eccentric American John Daly, whose tie for second place was his best finish for a long time.

The dates for this year's BMW Italian Open are 6th to 9th May. The prize purse is 1.3 million Euros.

Ryder Cup.

Held every two years, the Ryder Cup is one of the most important events in golf. From 1st to 3rd October 2010, the twelve best pros in Europe and the USA will once again go head to head. BMW will also be involved as partner and Official Car.

At the 38th Ryder Cup in front of a home crown at the Celtic Manor Resort in Newport (Wales), the Europeans will be attempting to regain the trophy won by the Americans in Louisville (USA) in 2008. The 11.5:16.5 defeat under captain Nick Faldo was Europe's first loss since 1999. In 2004, under captain Bernhard Langer, and 2006 under Ian Woosnam, the men from the Old Continent racked up record 18.5:9.5 victories.

In 2010, the European team has one of the best Ryder Cup players in the competition's history as its captain, in the form of Colin Montgomerie. The Scot can award three wildcards in his twelve-man team - one more than his predecessor. Nine, rather than ten, players will qualify via two raking lists; the first is based on world ranking points won within a year, the second takes into account the Race to Dubai points won during the same period. The qualification period began on 3rd September 2009 and runs until 29th August 2010.

BMW International Open 2010



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www.press.bmwgroup-sport.com

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BMW International Open 2010



Emirates Connects Continents

Emirates has been flying from Germany for over 20 years and is offering German business and leisure travellers ideal connectivity to the Middle and Far East, Africa, Asia and Australia by operating double-daily non-stop scheduled flights from Frankfurt, Munich and Dusseldorf, as well as a daily non-stop service from Hamburg to the airline's Dubai hub. With a fleet of over 140 modern, wide-bodied aircraft, Emirates currently flies to around 100 destinations on six continents. The international airline of the United Arab Emirates operates one of the youngest fleets worldwide, including eight Airbus A380s. With another 50 A380s on order, the airline is the largest customer of the new superjumbo. Emirates has already launched Tokyo as a new destination this year while Amsterdam, Prague, Madrid and Dakar will start up throughout 2010.

Since its founding in 1985, Emirates has received more than 400 international awards for its products and services. At all German gateways, the airline operates exclusive First and Business Class airport lounges. For its premium class passengers, Emirates offers a complimentary chauffeur-drive to and from the airport and on arrival in selected cities on the global route network.

Emirates pioneered private First Class suites featuring privacy screens and was the first airline to install personal in-seat entertainment in all seats in all classes throughout its fleet. With the latest version of its digital widescreen entertainment system, Emirates passengers throughout all cabins enjoy over 1,200 channels of the finest video and audio entertainment. In addition to generous baggage allowances (30kg in Economy, 40kg in Business and 50kg in First), passengers can take a batch golf clubs in all classes at no extra charge.

With the frequent flyer programme Skywards (www.skywards.com), Emirates offers more than just the ability to earn and redeem miles. With this programme, passengers will enjoy exclusive offers and privileges, and benefit from attractive offers from Skywards partners. Skysurfers is the frequent flyer programme for children.

With the catalogue "The Emirates High Street", Emirates provides frequent flyers and customers with over 100 pages of shopping pleasure of a different kind. The catalogue contains well known designer brands, lifestyle products and unusual gift ideas. The high-quality offerings can be paid with accumulated Skywards miles, cash or a combination of both. Customers can conveniently place their orders via their own 24-hour service centre, or with a few clicks online at www.theemirateshighstreet.com. Delivery is to your doorstep in over 60 countries. The quarterly catalogues are displayed on board, in airport lounges and online.

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BMW International Open 2010



For the eighth successive year, Emirates is one of the main sponsors and the Official Carrier for the BMW International Open 2010. With over 200 global events - including the FIFA World Cup™ from 2006 to 2014 - Emirates has a long tradition of sports sponsorships and like the diversity of its destinations and multicultural staff, Emirates supports international events and teams in many countries. The carrier has been a leading supporter of golf tournaments worldwide for more than a decade and its distinctive “Fly Emirates” logo has become a familiar sight at top events around the globe. In addition to the BMW International Open, Emirates will be the Official Airline at 14 other international golf tournaments in 2010. Eight of them are on the European Tour International Schedule; the Austrian Golf Open, Omega Dubai Desert Classic, Omega Dubai Ladies’ Masters, WGC-HSBC Champions, Maybank Malaysian Open, USB Hong Kong Open, Australian PGA Championship, Australian Open Championship, Barclays Singapore Open, Thailand Open, Avantha Masters, Ballantine’s Championship and Alstom Open de France. Emirates will also be the Official Airline of The 2010 Ryder Cup and Official Partner of the European Team at The 2012 Ryder Cup. The Ryder Cup is one of the most prestigious events on the sporting calendar.

For more information please visit <http://www.emirates.com>.



BMW International Open 2010



ROLEX and Golf

The privileged association between Rolex and golf dates back to 1967, when Arnold Palmer became a Rolex Testimonee. This charismatic American holds a special place in golf legend, thanks as much to his natural talent as a player and his many victories on the course, as to his charisma and his pioneering role in the history of the sport – he contributed to popularizing golf and giving it a worldwide dimension.

Since 1967, the relationship between Rolex and golf has continuously grown and prospered based on common values and an avant-garde initiative in the field of sports sponsoring that began in the late 1960s. Today Rolex is associated not only with the most important and prestigious entities governing golf worldwide but also with the principal professional tours, competitions and personalities in the world of golf.

In men's golf, Rolex sponsors:

- the four Major tournaments,
 - the Masters at Augusta as an International Partner
 - The Open Championship, organized by the Royal and Ancient Golf Club of St Andrews
 - the US Open Championship, organized by the United States Golf Association (USGA)
 - the US PGA Championship, organized by the Professional Golf Association of America (PGA of America)
- the World Golf Championships,
- the Ryder Cup as a Patron when the tournament is held in Europe,
- the Presidents Cup, created in 1994, a match, which, every two years, pits the best American players against an international team representing the rest of the world (Europe excepted),
- the PGA Tour,
- the European Tour.

In addition to Arnold Palmer, the list of Rolex Testimonees in men's golf includes two other outstanding figures, Jack Nicklaus and Gary Player. Also on the list are numerous players on the professional circuit, such as Ryder Cup captains Colin Montgomerie, Curtis Strange, Bernhard Langer and Paul Azinger, as well as Phil Mickelson, Retief Goosen, Adam Scott, Trevor Immelman, Luke Donald, Camilo Villegas, Martin Kaymer and Jeev Milkha Singh.

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BMW International Open 2010



WELT GRUPPE – Main Sponsor.

WELT GRUPPE and BMW will cooperate at the “BMW International Open” held from June 24–27, 2010 at the Golfclub München (Munich Golf Club) in Eichenried. The partnership is the logical symbiosis of two brands that at their core stand for enjoyment, dynamics, quality, and optimism. WELT GRUPPE therefore pursues this partnership with great commitment.

WELT GRUPPE with its publications DIE WELT, WELT am SONNTAG, WELT KOMPAKT and WELT ONLINE has continuously expanded its golf coverage in recent years, providing golf enthusiasts with extensive, high-quality coverage in the golf segment. Over the last years WELT ONLINE’s very extensive and highly interactive platform brought about a significant improvement in the quality of online golf reporting.

In the meantime, a magazine has been entirely dedicated to golf reporting. “GOLFsport” is published three times a year as a supplement to the newspaper WELT am SONNTAG. Right from its introduction, “GOLFsport” has established itself as one of Europe’s largest publications in this segment. Each issue provides approximately 1.2 million readers with news and interesting facts about the world of golf.

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BMW International Open 2010



HUGO BOSS and the world of golf

Aesthetics, precision and concentration: virtually no other sport combines these qualities as consummately as professional golf. And these qualities also shape the classical, timeless and traditional looks of the apparel worn on the world's greens – a style HUGO BOSS has helped to define and subtly refine for many years.

For several decades now, HUGO BOSS has been energetically promoting the sport of golf. Long before sponsorship programs became popular, we recognized that the values of our core brand BOSS – dynamism, internationalism and success – are ideally embodied by professional sports.

During the current 2010 season the international fashion group HUGO BOSS will be further extending its marketing activities in the golf world. Beyond renewing agreements with players like Oliver Wilson (ENG) and Pablo Larrazábal (ESP), HUGO BOSS has made a number of changes to its sponsorship portfolio since the start of the year. These include new partnerships established with top international pros such as the Americans Nick Watney and Ben Crane, the Swedish shooting star Alex Noren and the Brazilian Alexandre Rocha.

The international lifestyle group is therefore now sponsoring 11 established international pros and two promising young prospects. In addition to the new partners mentioned above, these include the professionals Henrik Stenson (SWE), Oliver Wilson (ENG), Jyoti Randhawa (IND), Pablo Larrazábal (ESP), Steve Webster (ENG), Benn Barham (ENG) and Tino Schuster (GER), while Max Kramer (GER) and Ben Parker (ENG) are representing the new generation of players in the HUGO BOSS portfolio.

All of the sponsored players are outfitted with garments from the BOSS Green line, which covers both the fashion and functionality dimensions of the sport. This collection is available from the HUGO BOSS Online Store and at numerous BOSS Green sales locations around the world.

Outfitter to the BMW International Open since 2006

But HUGO BOSS doesn't merely outfit golf pros. It can also claim many years of experience as an event sponsor. The highlights to date have included the Ryder Cup and British Open, and its partnership with the PGA of Europe.

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BMW International Open 2010



HUGO BOSS is currently sponsoring three prestigious tournaments on the European PGA Tour:

- BMW PGA Championship in Wentworth
- BMW International Open in Munich
- UBS Hong Kong Open.

Since 2006, HUGO BOSS has been the official outfitter to the BMW International Open in Munich, where it supplies the official tournament dress. Golf fans can buy items from this limited edition at a course shop during the tournament.

Further information on HUGO BOSS and its sports sponsorship activities can be found at:

www.hugoboss.com

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Service for the Media: BT and Cisco provide telephones, Internet access and an international video conferencing network

For the second year running, communications specialists BT and Cisco have been appointed "Official IT and Telecommunications Partners of the BMW International Open 2010" and are offering a range of services to journalists covering the event:

- **Telephone and Internet connections** for the workstations in the Press Centre, from where any member of the press can make national and international telephone calls and take advantage of high-speed Internet access.
- **Wireless Internet** – BT and Cisco are building a wireless local area network (WLAN) in the central golf club areas so that users with laptops or smartphones can remain connected to the Internet even when they are out and about. Access data for the WLAN are available on site in the Press Centre and at the BT booth.
- **High-definition video conferencing** direct from the golf course to anywhere in the world: From a video conference room at the BT booth on the golf course, users can hold meetings and interviews with participants all over the world. BT and Cisco will provide more than 30 video rooms free of charge in major cities around the world such as London, New York, San Francisco, Madrid, Tokyo, Johannesburg, Hamburg and Frankfurt. Pictures will be transmitted in HD quality, so that interviews can be recorded off the screen without any problem. This means that e.g. journalists who are unable to travel to the tournament can still interview the competitors.

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For further information

We have prepared a video film to give you an insight into the quality of the video conferences that BT can offer based on Cisco TelePresence:

www.bt.com/de/ucv

Video Meeting reservations

Book now at www.bt-videomeeting.de or through the press contacts named below.

Interested parties can try out the video conferencing system before the BMW International Open starts.



BMW International Open 2010



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BMW International Open 2010



Genworth Financial

Genworth Financial is the Official Sponsor of the European Tour Statistics programme. The "Genworth Financial Statistics" provide Tour Members, the Media, and their audiences with a valuable analysis of player's performance in all European Tour "Race to Dubai" tournaments.

Genworth also supports the Tour as a local sponsor at a number of key tournaments, including the BMW International Open, where Genworth run their innovative Putts for Charity initiative which has donated nearly half a million Euro to charity so far.

European Tour Professional Ross Fisher has been a Genworth brand ambassador since 2007 and shares Genworth's commitment to excellence. He is clearly focused on achievement, performing at the highest level and with a desire to be a leader in his field.

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BMW International Open 2010



BMW International Open 2010

Golf is a global platform which allows MasterCard the ability to engage with the hundreds of millions of golf enthusiasts worldwide. As the official payment system of the European PGA Tour, PGA TOUR and PGA Champions Tour, MasterCard creates compelling experiences for customers and consumers wherever the game is played.

MasterCard is proud to sponsor an array of tournaments including The Arnold Palmer Invitational Presented By MasterCard in Orlando, The Senior Open Championship Presented by MasterCard in Scotland and The 2010 Ryder Cup in Wales. In addition, MasterCard enjoys relationships with Ian Poulter, Robert Karlsson, Daniel Chopra, Camilo Villegas, Boo Weekley, Brandt Snedeker, Danny Lee and golf legend, Tom Watson.

About MasterCard Worldwide.

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories.

For more information, go to: www.mastercard.com/de

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BMW International Open 2010



Paulaner – Partner of Golf

For the 14th time the traditional brewery sponsors the BMW International Open in Munich

Good, better, Paulaner – this slogan is not only taken to heart by millions of beer drinkers and football fans, but also by an increasing number of golf enthusiasts. This is not only due to the quality of beers of Paulaner Brauerei – but also to the commitment of Paulaner to golf.

For the 14th time Paulaner Brauerei is a partner of the BMW International Open. Many other sponsorships and partnerships, also in amateur golf, complete the involvement of the trademark in golf.

For Paulaner Brauerei GmbH & Co. KG, one of the biggest breweries in Germany, golf is an excellent platform to present its top quality beer specialties. Both golf and weissbier are trendy all over Germany, and the Paulaner Hefe-Weißbier is the ideal refreshment for the ever increasing number of golf fans.

For this purpose the popular Paulaner beer garden will be established at the BMW International Open in Munich from June 24 to 27. Obviously all visitors to the tournament can exclusively taste the Paulaner beer specialties there, such as the famous Paulaner Hefe-Weißbier and the Paulaner Original Münchner lager – but also on the other tournament premises of the München Eichenried Golf Club. Beside the enjoyment of excellent beer the Paulaner beer garden offers video screens and score boards, so visitors in the beer garden will not miss a single moment of the exciting tournament.

Apart from professional golf, Paulaner also sponsors the amateur golf sports: The brewery maintains partnerships with the Schloss Eggenberg Golf Club, the München Brunnthal Golf Range and the golf course Eschenried/Gut Häusern.

Involvement in golf is only part of the extensive sports sponsorships of Paulaner: Whether it is soccer (FC Bayern München), ice hockey (Hannover Scorpions) or athletics (European Championships 2007 in Munich) as well as innumerable other events all over Germany – Paulaner Brauerei is a reliable and sought-after partner.

At the same time Paulaner Brauerei excels with the quality of its beers: Paulaner Hefe-Weißbier is the weissbier most frequently drunk in Germany, Paulaner Original Münchner lager is steadily consolidating its second rank position in national lager sales.

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BMW International Open 2010



Paulaner Brauerei looks back on a long successful tradition. Founded in 1634 by the St. Paul's monastic order at the monastery Neudeck ob der Au, Paulaner Brauerei also satisfies the modern lifestyle in the third millennium. With the motto "Finest art of brewing in Munich since 1634" Paulaner has set a high goal which is achieved a new every day by this traditional Bavarian enterprise.

Further information on Paulaner Brauerei and its commitment to sports and charity is available on the internet under <http://www.paulaner.de>.



BMW International Open 2010



UPS and Golf - A Professional Partnership

UPS has quickly become a major player on The European Tour, being present at seven tournaments in six different countries with our Number One Lee Westwood leading the way on course.

There are many similarities between the way Lee Westwood successfully plans and plots his way around the golf courses of the world and the modus operandi by which UPS meticulously circumnavigates the globe with consignments.

'Synchronicity' is the key word joining UPS with The European Tour's best player. UPS brings concurrence and conformity to some 15 million-plus deliveries each day and Westwood is clearly in the form of his life on the world's toughest golf courses.

First and foremost, both are thoroughly prepared professionals. Fully fit for purpose and with years of experience and long-term success in their chosen speciality, each leaves little to chance as they go about their business.

Even so, both the 37-year-old Englishman and the world's leading logistics provider must regularly overcome many of the same variables, ranging from the erratic weather to the performance of their rivals.

They share an unquenchable appetite for success and a proven track record for delivering that success, prevailing sometimes against the odds.

To achieve this, both are reliant upon teamwork. Westwood has his close confidantes in his caddie, manager, coach and fitness adviser whereas UPS calls upon its 400,000-strong workforce, who unite to ensure it delivers on its promises.

Technology also plays a key role in upping their respective games. Westwood uses state-of-the-art PING clubs and Titleist Pro V1X balls which he combines with telling accuracy. UPS has 15 mainframe computers and 12,085 servers which deal with almost 25 million tracking requests per day to ensure the same precision for UPS customers.

Says Westwood, "I have thoroughly enjoyed representing UPS on and off the golf course and again this year, with the famous shield on my chest. Confidence is drawn from having such a professional team from a blue-chip brand on my side. We share the same values and vision of achieving the best results through a combination of endeavour, experience and expertise."

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Ron Rogowski, Head of Global Sponsorships for UPS says the market-leader is delighted to have another pacesetter on board, saying, "Working in partnership with Lee Westwood has greatly advanced our business aims and objectives, reflecting our passion for professionalism, attention to detail and staying at the top of our game."

Both golfer and sponsor are high-fliers. Indeed, UPS with its 212-strong aircraft fleet, serving 400 airports in the USA and a further 450 internationally is currently the ninth largest airline in the world. Still, they are happy to 'get on their bike' – Westwood either in the gym or relaxing at home with his wife and two children, whilst UPS has, where possible, gone back to basics by reintroducing eco-friendly bicycle deliveries and a fleet of electric vehicles as part of the campaign to reduce its carbon footprint.

Above all else, the greatest synergy between golfer Lee Westwood and UPS is that they are both winners, number-ones, not by right but through hard work, team effort, determination and inspiration.

UPS & Lee Westwood

Five Fast Facts

1. UPS was founded in 1907 by two teenage entrepreneurs with a US\$100 loan. Today it has global revenues of US\$45.3billion and employs over 400,000 people worldwide.
2. Lee Westwood was born in April 1973 in the English Midlands and has won 31 professional golf championships in 16 different countries around the world, earning over US\$30million along the way.
3. UPS is the world's number one package delivery company, distributing over 15 million packages a day and is one of the foremost supply chain, freight and logistics businesses.
4. Lee Westwood was one of the most consistent players in world golf in 2009, recording 11 top 10 finishes in 13 starts, including two victories in the second half of the season.
5. An industry leader in sustainability, the introduction of UPS's electronic Delivery Information Acquisition Devices saves 89 million sheets of paper annually - the equivalent of 7,308 trees.

www.ups.com/golf





The Westin Grand München Arabellapark – personal, modern, innovative

Extensive modernization measures and rebrandings yield an innovative and refreshingly different hotel product

In the wake of its rebranding and the associated extensive renovation and modernization work, the ArabellaSheraton Grand Hotel München – located in Munich's prestigious Bogenhausen district – emerged in the splendor of a radiant new identity as The Westin Grand München Arabellapark on May 1, 2009.

All 627 rooms including 28 suites were fitted with new beds and showers. The sumptuous "Heavenly Beds", specially developed for the Westin brand, lull sleepers into blissful slumbers while the rain shower, with its dual shower head and extra-wide spraying radius, offers guests a unique showering experience. All guest rooms have been upgraded to include 32-inch flat-screen TVs. And the communal areas have been newly appointed with Westin's signature furnishings and carpets.

As part of the modernization work, the restaurant "ZEN - the best of pan-Asian cuisine" opened with a new concept on June 5, 2009. The kitchen team, headed up by ambitious chef de cuisine Simon Wankerl, entices guests with the full gamut of Asian cuisine. Visitors and locals alike can embark on a culinary journey across Japan, Indonesia or Malaysia, experiencing a sensory explosion of Asian aromas. Gourmets can savor such authentic exotic delicacies as sushi and sashimi, sizzling fresh wok dishes, or subtly spiced curries in chic yet inviting surroundings. The show kitchen gives guests a close-up view of exceptional creations in the making. Inspired by the dazzling variety of Asian cuisine, the ZEN team has been treating diners to alternating theme evenings such as the Mongolian barbecue, since the fall. Diners compile their own individual selection of fresh vegetables, meat or fish and hand it to the chefs in the show kitchen for on-the-spot preparation with the marinade of their choice.

Opening hours:

Daily: 6.30 to 10.30 a.m.

Monday to Saturday: 12 noon to 2.30 p.m.

Sunday brunch: 12.15 p.m. to 3 p.m.; closed on Sunday evenings

zen.restaurant@westin.com

Hotel guests and locals have been enjoying the chance to unwind and regenerate at the new ARABELLA SPA, one of the largest hotel day spas in Munich, since December 2009.

And there could be no better place to relax than in the crystal-clear waters of the 12-by-15-meter pool or the steam bath. Soothing warmth can be found in the thermium or the Finnish

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BMW International Open 2010



sauna with rest area. In the five massage and beauty booths, the hotel's own massage therapists and beauticians indulge body and soul with revitalizing and relaxing treatments using products by Anne Sémonin and Ligne St Barth. The WestinWORKOUT® gym is equipped with the latest cardio and power training devices and offers the ideal place for guests to keep up with their training programs 24-7.

Opening hours: Monday to Friday from 6.30 a.m. to 11 p.m.

Saturday and Sunday from 7.30 a.m. to 11 p.m.

spa.grandhotel@westin.com

The Westin Sky Suite is yet another highlight. Just one step inside the 160-sqm suite on the 21st floor and the arriving traveler is instantly beguiled by the beauty of sophisticated contemporary design. The calming play of colors and the combination of bespoke parquet woods and elegant carpets are an inspiring sensory delight. The spacious living area is a fabulous prospect, with its lavish furnishings and amenities, sofas and flat-screen TV. The elegant composition continues in the two bedrooms. The extra-large 2.4-by-2.2-meter Heavenly Bed in the master bedroom soothes travelers into restful slumbers. Meanwhile, the exquisitely designed adjacent bathroom offers ample space for relaxation. With a separate bathtub, shower, a combined aromatherapy steam bath and luxurious details such as a TV integrated into the mirror, this is a realm that leaves nothing to be desired. From the premium bathing products to the snugly elegant bathrobes, guests can find everything here that their hearts' desire for the regeneration and inspiration of body and spirit.

And to top it all, the Westin Sky Suite has an additional bedroom and bathroom, a walk-in wardrobe plus an eating and living area large enough to accommodate up to eight people, who can all be served with freshly cooked dishes from the suite's own fully equipped kitchen.

From April 2010, guests of the Executive Club rooms will have 234 luxurious square meters in which to work and relax in the two-floored Westin Executive Club Lounge on the 23rd floor. The stunning view from the modern lounge – surely poised to become the most exclusive venue in Munich – sweeps out across the city to the Alps beyond. A graceful stone staircase connects the two exclusive floors of the lounge.

The upper floor offers an irresistible opportunity to linger, enjoying snacks and drinks, a selection of daily newspapers and international magazines in comfy seating.

In the course of the strategic reorientation of the Arabella Hospitality Group, Sabine Dorn took over from Reinhold Weise, former General Manager of the Westin Grand München Arabellapark, and Bernhard Langemeyer, former General Manager of the Sheraton München Arabellapark, on January 4, 2010. She assumed the management of the two Bogenhausen hotels as Cluster



BMW International Open 2010



General Manager and heads up a team of 450 in her new position. Sabine Dorn's current task is to coordinate the collaboration between the two hotels, which are located opposite one another and comprise a total of 1,073 rooms and suites, eight restaurants and bars as well as a banqueting range for up to 1,750 guests.

About Westin Hotels & Resorts

Westin Hotels & Resorts, with more than 170 hotels and resorts in 37 countries and territories, is owned by Starwood Hotels & Resorts Worldwide, Inc. Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 940 properties in approximately 97 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched AloftSM, and Element SM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit starwoodhotels.com.

ArabellaStarwood Hotels & Resorts

ArabellaStarwood Hotels & Resorts is a company of Arabella Hospitality Group (51 percent), a wholly-owned subsidiary of the Schoerghuber Corporate Group and Starwood Hotels & Resorts Worldwide, Inc. (49 percent), one of the world's largest hotel companies with 900 establishments to its name in 100 countries. As the central umbrella company, ArabellaStarwood Hotels & Resorts manages the marketing and sales of a total of 41 hotels and resorts in Germany, Switzerland, the Balearic Islands and South Africa. 29 of the 41 hotels are properties of Arabella Hospitality Group.

ArabellaStarwood Hotels & Resorts is one of the leading hotel groups in the above markets. The combination of excellent quality in a wide variety of hotels and resorts with dedicated staff and the international renown of the brands of Starwood Hotels & Resorts are the hotel group's guarantee of success on its road to quality, market and yield leadership. The portfolio of ArabellaStarwood Hotels & Resorts comprises the brands: The Luxury Collection, St. Regis, Westin, Le Méridien, Sheraton and Four Points by Sheraton.

All tourism services, such as Golf & Sport, Spa & Wellness, Wine & Gourmet Cuisine, Art & Culture as well as Classic Cars are combined and further expanded within the brand of Arabella.



BMW International Open 2010



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BMW International Open 2010



ANTENNE BAYERN

is the official media partner of the 22nd BMW International Open 2010

For seven consecutive years ANTENNE BAYERN, Germany's most popular radio station, has successfully been co-sponsoring the BMW International Open. Now the 22nd BMW International Open 2010 is coming closer and once again ANTENNE BAYERN is proud to be the official media partner.

As ANTENNE BAYERN is a modern and innovative organization, the business is continuously improving the development of the business fields as well other areas of activity. Over numerous years the successful business located in Ismaning is a dedicated presenter of the golf sport. Initially, the foundation "Stiftung ANTENNE BAYERN hilft" has been working with golf-charity projects for seven years at the BMW International Open. Additionally, the foundation is also present at the UniCredit Ladies German Open for the third year in following.

"Permanent development of the program areas, innovative event marketing, and focused marketing communication has made ANTENNE BAYERN what it is today: the radio station with the highest identification-factor in Bavaria, and likewise, a very strong brand. Golf is an uprising sport in Germany, therefore it is important for us to use this huge potential not only for the b2b-area but also for our customers", says Karlheinz Hörhammer, chairman of the board.

ANTENNE BAYERN – Germany's most listened-to radio station

Having 1,211 million listeners on the average hour and over 3,8 million listeners per day (ma 2010 Radio I) ANTENNE BAYERN is the most listened-to radio station in Germany. Especially for the advertising industry- related audience (between ages 14-49) ANTENNE BAYERN is the 'top-scorer' in the radio industry.

The channel's program meets the desires and lifestyles of the active and mobile people; thus a broad audience from various age groups and regional locations in Bavaria. High standards of journalistic quality and talented presenters provide excellent information, service, music and entertainment. On air ANTENNE BAYERN aims to be close to the people, informative and critical, yet also cheeky and humorous. Issues from politics and economy, sports and culture, education and service are processed in an interesting and understandable manner. With special programs and a worldwide network of correspondents, more than enough background informational is always available.

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BMW International Open 2010



ANTENNE BAYERN – More than radio!

The ANTENNE BAYERN-Group consists of the digital channel ROCK ANTENNE, the marketing firm SpotCom and the event agency brandarena. The foundation “Stiftung ANTENNE BAYERN hilft” advocates for people in Bavaria that are in great need, due to no fault of their own.

More information on ANTENNE BAYERN are available on the web: www.antenne.de.

For more information and images please contact:

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BMW Group

Corporate and Governmental Affairs

Press release
30 April 2010

Martin Kaymer is made official BMW Golfsport Ambassador. German world-class golfer to represent BMW.

Munich. World-class golfing ace Martin Kaymer of Germany will be representing the BMW brand as official BMW Golfsport Ambassador. This was jointly announced by BMW and Kaymer on his return to the tour and ahead of his appearance in the prestigious Players' Championship in Sawgrass, Florida.

For Dr Norbert Reithofer, Chairman of the Board of Management of the BMW Group, this partnership with the exceptionally talented Kaymer is an obvious move: "For some time now BMW and Martin Kaymer have enjoyed a close relationship, which we have now consolidated into a more intensive collaboration over several years. It isn't every day you get the chance to work with such a rapidly and strongly rising international sports star – one, moreover, whose talent, personality and dynamism are an excellent fit for the BMW brand."

Kaymer said: "Dynamics and precision – these two qualities stand for BMW just as they do for the perfect golf shot. I'm very proud, as BMW Golfsport Ambassador, to be working even more closely with BMW now, making public appearances for the company and representing the brand. BMW has supported and shaped golf for decades, and is unprecedented in driving the sport forward at a national and international level."

Martin Kaymer is returning to the Players' Championship – known as the "fifth major" for its significance in the calendar – after a three-week absence due to an operation on his foot. "I'm delighted that my first tournament as BMW Golfsport Ambassador happens to be an absolute highlight," he said.

After decades without a German victory in the BMW International Open, Kaymer presented BMW with the first tournament win by a German player in 2008, on the 20th anniversary of the event. During his career on the European Tour, he has so far won five tournament victories since 2007.

At the 2010 BMW International Open, which will be held at the Munich Eichenried Golf Club from 24–27 June, Kaymer will be teeing off on German soil for the first time this season.

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BMW Group

Corporate and Governmental Affairs

Press release
Datum 30 April 2010
Thema German world-class golfer to represent BMW.
Seite 2

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues for 2009 totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

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BMW Group

Corporate and Governmental Affairs

Press release
03 May 2010

“I couldn’t have wished for a stronger partner.”

An interview with BMW Golfsport Ambassador Martin Kaymer.

Question: What made you decide to intensify your relationship with BMW by taking on the role of official BMW Golfsport Ambassador?

Martin Kaymer: There are a number of reasons, I guess. BMW has played a pioneering role in promoting the development of golf at both national and international level for decades. As professional players, we all benefit of course. But the company’s involvement helps the younger players in particular. I benefited from this as an amateur. And I’m now very proud to have the opportunity to work even more closely with BMW as its golf ambassador, making public appearances in future on behalf of the company and officially representing the BMW brand. I’m particularly pleased that my first tournament as BMW Golfsport Ambassador is also one of the highlights on the calendar.

Question: One of the highlights of your golf career to date was without question the BMW International Open...

Kaymer: For sure. As an unknown 18-year-old back in 2003, I was fortunate enough to be one of two amateurs to get an invitation to play in the BMW International Open. Opportunities like that are fundamental to young players. That experience not only gave me self-belief, it also strengthened my resolve to turn professional and work even harder on my game.

Question: You also made the cut on that occasion.

Kaymer: Yes, my game was especially good on the first two days. It was a really strange experience to suddenly find myself playing alongside – and scoring pretty well against – golf stars I recognised only from television. I often look back on my early days because I think it’s important to remember how it all began. That’s one reason why the BMW International Open will always be of special significance in my career.

Question: Nevertheless, winning in Munich in 2008 must have felt even better?

Kaymer: It was incredible. To be the first German to win the BMW International Open meant a lot to me of course, particularly as the play-off against Anders Hansen (Denmark) made for such a dramatic finale. Hopefully this year I’ll be able to win the title for a second time. At any rate, after missing the cut last year I’m looking forward to putting in a decent performance at the end of June in Eichenried. In addition to that, of course, there are a few other BMW tournaments I’ve got my sights set on...

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BMW Group

Corporate and Governmental Affairs

Press release
Datum 03 May 2010
Thema **An interview with BMW Golfsport Ambassador Martin Kaymer .**
Seite 2

Question: Which would be your favourite?

Kaymer: I've no particular preference. The flagship tournament of our European Tour is the BMW PGA Championship at Wentworth, the home of the PGA European Tour. And the BMW Championship in Chicago is one of the crucial play-off tournaments for the US PGA Tour – although for that I would have to earn a full PGA Tour card. BMW is involved with so many great tournaments, as well as being a partner of the 2010 Ryder Cup. Such widespread involvement is of course another reason why I was happy to accept the invitation to become BMW Golfsport Ambassador. I could not have wished for a stronger partner in international golf.

Question: What would be your personal dream car?

Kaymer: At BMW you're rather spoiled for choice. I had the opportunity to try out several vehicles from the fleet on the BMW test circuit in Munich-Aschheim – including a BMW M3 and a BMW Z4 Roadster. Then I was taken on a test lap by BMW works driver Jörg Müller in a BMW 320si WTCC. That was the coolest ride of my life; it was great fun to get a glimpse into the world of motor sport. In terms of precision and concentration, I think motor sport and golf have much in common. The car I drive at the moment is a MINI Cooper S.

Question: You mentioned the Ryder Cup, which takes place this year in Wales from 1st to 3rd October. Is making the team one of your priorities this season?

Kaymer: Absolutely. The Ryder Cup is held only every two years and last time I missed out on qualification by one place. Things are looking reasonably promising at the moment. I think I'm ready for it. But there are so many good players in Europe that I'm going to have to keep coming up with good performances if I'm to be sure of a place in the team.

Question: Despite missing out on qualifying in 2008, captain Nick Faldo took you as an observer to the Ryder Cup in the United States. What did you learn?

Kaymer: I learned a whole lot about the way the tournament operates, the interplay between captain and players and among the players themselves. But perhaps the most important thing for me was to soak up that unique atmosphere. It just doesn't feel like a normal tournament, it's more like a football stadium. Having experienced that at first hand motivated me even more to gain selection this year. I hope I make it. The fact that BMW is also a Ryder Cup partner is perhaps a good omen.



BMW Group

Corporate and Governmental Affairs

Press release
Datum 03 May 2010

Thema **An interview with BMW Golfsport Ambassador Martin Kaymer .**

Seite 3

Question: Returning to the present, this week you'll be playing in the prestigious Players' Championship in Sawgrass, Florida, your first tournament since undergoing an operation on your foot. How has the treatment been going?

Kaymer: Very well. The operation had been planned for some time following my injury towards the end of last summer. Although I suffered relatively few problems prior to the operation, I'm glad the whole thing is now behind me and I can look forward with full confidence to the goals that lie ahead.

Question: Can we expect a strong comeback?

Kaymer: I hope so! It would be really special to get a good result in my first tournament as BMW Golfsport Ambassador.

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