

BMW Championship 2009

Cog Hill Golf & Country Club, Lemont, IL
10 - 13 September 2009



Press Information
8th September 2009

BMW Championship 2009: Donald opens “Best-in-class” tournament. Rees Jones’ “new” Dubsdread course also recognised with award.

Lemont/USA. “Gentlemen, start your engines!” Top pro Luke Donald could hardly have chosen more appropriate words for a BMW tournament when he symbolically inaugurated the “Dubsdread” course at the Cog Hill Golf & Country Club, subject of a one-year modification project by renowned golf course architect Rees Jones, and opened the BMW Championship (10th to 13th September). Armed with a black and white chequered flag, the Englishman gave head greenkeeper Ken Lapp and his 80-strong team the starting signal. The greenkeepers swarmed onto the golf course on their motorised equipment to put the final touches to the course.

The 6,691 metre par-71 course now demands even greater accuracy from the pros, and was included in the list of the top 100 US golf courses for the first time in the October issue of US GOLF magazine - an excellent accolade for a municipal golf course.

The pre-tournament conditions could, therefore, not be better when the top 70 pros in the FedExCup rankings do battle for the seven million dollars prize money and 30 starting places at the season finale, the Tour Championship in Atlanta. This is not only down to the “new” Dubsdread course: BMW will once again ensure that the event lives up to the high expectations placed on a BMW tournament. Last year the PGA TOUR honoured the BMW Championship with its “Best in Class” award. This recognises the commitment of BMW, players, spectators and volunteers to producing a special tournament experience.

The many modifications to the “Dubsdread” Championship Course mean there is a special excitement going into this year’s BMW Championship. The new design of the course will see the golfing elite dealing with 18 new greens, altered and repositioned bunkers, and longer holes. Despite the many new challenges posed by the new layout, Jones has still managed to preserve the character of Dick Wilson and Joe Lee’s original design.



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Jones had already completely overhauled the Championship Course at the venue for last year's BMW Championship, the Bellerive Country Club near St. Louis. Jones is a proven specialist for tasks such as these. He has worked on numerous courses for Major tournaments in the past, earning himself the nickname "The Open Doctor". He has so far designed the golf courses for seven U.S. Open, six PGA Championship and three Ryder Cup venues.

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BMW Championship 2009: Accuracy required.

“Dubsdread” course at the Cog Hill Golf & Country Club now even more challenging.

Lemont/USA. Located in the Des Plaines River valley, the Cog Hill Golf & Country Club has been fascinating golf fans since 1927. The golf club in Lemont, Illinois – about 50 kilometres south-west of Chicago – is privately owned and has four 18-hole golf courses, all of which are accessible to the public. This also applies to the world-famous Course No. 4: the “Dubsdread” Championship Course, which was designed in 1964 by Dick Wilson and Joe Lee. The 18 holes are a naturally maintained course, which has been regarded one of the top layouts in the USA since it was opened. Thanks to the small landing zones, numerous bunkers and undulating greens, the course demands extremely accurate shots.

Following the first BMW Championship in 2007, the course has been redesigned and made even more difficult under the guidance of renowned golf course architect Rees Jones. The new design will be given its baptism of fire at the 2009 BMW Championship.

The 18 holes after Rees Jones’ modifications.

Hole 1, Par 4, 422 Meters / 462 Yards

The fairway bunkers have been relocated and restored for visual definition and to challenge the opening tee shot. Big hitters may still challenge the inside of the dogleg, but only at the risk of a substantial penalty for failing to carry the far end of the penal bunker. The best play on this hole is a slight draw off the bunkers lining the right side of the fairway. This sets up the ideal approach position into the new green.

Hole 2, Par 3, 208 Meters / 228 Yards

Don’t underestimate this mid-length seeming straight-forward par three. Poor execution off the tee will result in a challenging two-putt, or an even more difficult up and down from any of the deep, greenside bunkers.

Hole 3, Par 4, 408 Meters / 446 Yards

Flirting with the refurbished and new bunkers along the right of the fairway provides the best approach angle to most hole locations on this elevated, much smaller and more boldly contoured putting surface.

Hole 4, Par 4, 425 Meters / 465 Yards

The hole has been lengthened significantly and the driving zone has been fortified with reshaped bunkering on both sides of the fairway. Missing the fairway leaves a challenging approach into one of the most interesting new greens. A grass hollow saves slightly errant shots long and right; however, saving par from this point to a green surface generally falling away will be tricky.

Hole 5, Par 4, 465 Meters / 509 Yards

New trees planted beyond the right fairway bunkers will deter most players from cutting the inside of this long, dogleg right. A slight fade off the tee, avoiding both of the new sculptured bunkers that stretch along the entire left side of the fairway landing zone, is preferred. The green is narrow, but deep, with bold roll defining distinct cupping areas.

Hole 6, Par 3, 223 Meters / 244 Yards

Par remains a great score on one of Dubsdread's most challenging holes. Flanked by bunkers right and left, this multi-level green is a tricky two-putt. A new, tightly-mown chipping area, behind the right portion of the green, should provide a variety of interesting recovery shot options.

Hole 7, Par 4, 397 Meters / 434 Yards

A new pond replaces the short bunker on the inside of the dogleg, forcing each player to determine how much risk to accept off the tee. The addition of a second fairway bunker, located beyond the original bunker and tucked closer to the fairway, further enhances the need for a well-positioned drive. The new putting surface, now protected by a series of deeper bunkers, retains the original "tongues", which requires an accurate approach shot for a reasonable birdie putt.

Hole 8, Par 4, 350 Meters / 383 Yards

Tree removal has virtually opened the hole, encouraging more use of driver off the tee. Players successfully carrying the new, left fairway bunker are rewarded with a clear approach angle when the pin is tucked back-right on this elevated green. The new hole location in the front of the green may prove the most exciting, as holding the approach into the green, while keeping the ball below the hole, will be a challenge.

Hole 9, Par 5, 562 Meters / 615 Yards

Length and accuracy are a must off the tee. Trees line both sides of the hole and the right bunker has shifted slightly into the far end of the first landing area. A drive that misses the fairway also brings the refurbished and deepened cross bunker into play on the second shot. The green has been shifted back and elevated considerably, creating deeper and more challenging greenside bunkers.

Hole 10, Par 4, 353 Meters / 386 Yards

The strategy and execution associated with Dubsdread's best "finesse" hole has been further enhanced by the addition of a string of narrow sculptured bunkers that frame the outside of the dogleg. The serpentine grass "fingers" protruding into these bunkers provides extreme uncertainty in terms of the ball's final resting place and player's ability to advance the ball to the green. The new putting surface, contoured to compliment this short par 4, is one of the course's most intriguing. Accessing and holding the proper portion of the green will be challenging from anywhere other than the fairway.

Hole 11, Par 5, 558 Meters / 610 Yards

Shifting the tee back 80 yards and repositioning the fairway bunkers in the first landing area, have restored the challenge and risk of attempting to carry the trees on the left and reach this green in two. The putting surface features a new, front-right hole location, guarded by a smallish, deep bunker. A new bent grass chipping hollow has also been added behind the green.

Hole 12, Par 3, 202 Meters / 221 Yards

Historically the most difficult of Dubsdread's great collection of par 3's, the putting surface has been reshaped and recontoured with new, more defined and challenging hole locations. Saving par from either of the deep, frontal bunkers flanking both sides of the elevated green will prove very difficult. Hitting through or over the green is disastrous.

Hole 13, Par 4, 444 Meters / 486 Yards

No let up here as Dubsdread's toughest hole now requires even greater accuracy, both off the tee and into the green. Repositioned fairway bunkers on both sides of the landing zone make hitting the fairway off the tee a must. The natural ravine in front of the green has been restored, becoming a concern for errant drives played from the rough or fairway bunkers. The depth of the green has been significantly reduced and a tempting, back-right hole location has been created. Par remains the standard of excellence.

Hole 14, Par 3, 199 Meters / 218 Yards

This crowd favorite is one of Dubdread's most recognizable holes. It was refurbished to retain its original character and design intent. Visual definition has been improved and putting surface contouring has been enhanced to reward accurate play from the expanded tee area.

Hole 15, Par 5, 481 Meters / 526 Yards

Traditionally played as a par 5 and statistically the easiest hole on the course, this hole now becomes a very demanding component of a solid finishing sequence. The tee shot must be long and avoid the repositioned bunker left and new bunker on the right. The approach shot into a slightly elevated green that shifted back and sculptured bunker guarding the entire right side of the diagonal green must be avoided. Accessing any of the back-right hole locations will be especially challenging.

Hole 16, Par 4, 420 Meters / 459 Yards

Players will consider hitting something less than driver from the elevated tee in order to set up the desired approach angle and yardage into the green. The original fairway bunker has been repositioned closer to the fairway, with a new bunker added beyond it. The putting surface remains challenging with new hole locations added on the left and rear. Missing the green on either side or long will result in a very difficult par save.

Hole 17, Par 4, 390 Meters / 427 Yards

Increased length, a string of increasingly more penal fairway bunkers and a green reshaped on a completely new diagonal, have combined to transform this hole into a significantly more thought provoking, strategic and challenging par 4. When the pin is back-right, flirting with the new fairway bunkers in order to set up the best approach angle is critical. Players must decide whether to work a shorter drive off these bunkers or attempt a more bold line over the trees on the inside of the dogleg. A miscalculation with either play will result in the tee shot landing in any bunker or the rough. Then par will be difficult to achieve.

Hole 18, Par 4, 454 Meters / 497 Yards

Similar to hole 17, increased length and refurbished penal fairway bunkering have greatly increased the premium for a quality tee shot in order to set-up a reasonable approach into this intimidating green complex. The green itself has been lowered five feet and repositioned to sit directly along the edge of the pond. The putting surface has been expanded and recontoured to provide new, challenging and exciting hole locations, including one long and left, tucked just beyond the pond. By playing it safe away from the pond and landing in the deep bunker along the right of the green will leave a difficult recovery because the pond lurks in the background. This is a fitting climax to an exciting and exacting test of championship golf.

Scorecard Cog Hill Course No. 4 „Dubsdread“.

Hole	Meters	Yards	Par
1	422	462	4
2	208	228	3
3	408	446	4
4	425	465	4
5	465	509	4
6	223	244	3
7	397	434	4
8	350	383	4
9	562	615	5
OUT	3.460	3.786	35
10	353	386	4
11	558	610	5
12	202	221	3
13	444	486	4
14	199	218	3
15	481	526	5
16	420	459	4
17	390	427	4
18	454	497	4
IN	3.501	3.830	36
OUT	3.460	3.786	35
TOTAL	6.961	7.616	71

Press Information
8th September 2009

BMW Championship 2009: Driven by Passion.

BMW demonstrates attention to detail at the third play-off tournament of the year.

Lemont/USA. BMW enjoys an excellent reputation among the international golfing fraternity. Whether as tournament organiser, as at the BMW International Open, or as partner and title sponsor, as at the BMW Championship, BMW PGA Championship and BMW Italian Open, BMW tournaments are always characterised by a special atmosphere and quality: the focus is on emotion, precision and aesthetics. A glance at the programme for the BMW Championship reveals that the enormous sporting importance of the third play-off tournament of this year's FedExCup is not the only reason this event will be a special experience for visitors:

BMW Experience.

The 20,000 square foot BMW Experience offers golf patrons the unique opportunity to explore the history and heritage of BMW and golf. They will also be able to touch, see and feel some of the newest BMW models, including the highly anticipated BMW 5 Series Gran Turismo, which will be seen for the first time in the U.S. at Cog Hill, as well as the BMW ActiveHybrid X6 and BMW ActiveHybrid 7 Series. Golf patrons can also take an up-close look at the three extraordinary trophies on display: the FedExCup, the BMW Championship Trophy and the J.K. Wadley trophy, which includes over 100 inscribed names of past champions, such as Ben Hogan, Arnold Palmer and Tiger Woods. Next to the BMW Experience, patrons can enjoy a special area with premium, shaded seating, food and drink and video boards displaying all of the action on the course.

BMW Driving Experience.

The BMW Driving Experience provides golf patrons with a chance to take a BMW vehicle out for a drive during the BMW Championship. Patrons are encouraged to experience first-hand BMW's performance and efficiency while behind the wheel of the Ultimate Driving Machine®. Among the ten models patrons can road test will be several of BMW's Advanced Diesel vehicles, which produce significantly fewer harmful emissions without compromises.

BMW Hole-in-One Challenge.

For those who choose to do their driving on the links rather than the road, golf patrons have the opportunity to win a new BMW Z4sDrive30i by taking a swing in the BMW Hole-in-One competition, which will take place on Cog Hill's Course #2 between the 10th green and 11th tee, with a distance to the hole of 175 yards for men and 140 yards for women.

BMW Putting Challenge / BMW Biergarten.

Golf patrons can try their hand at the BMW Putting Challenge, which is located on Pork Chop Hill, where BMW has recreated Cog Hill's 14th green. Daily prizes will be awarded including one grand prize winner, who will have the opportunity to play Cog Hill the day after the tournament on Monday, September 14. Patrons should also be sure to enjoy the other amenities in the area, including a Bavarian Biergarten and large, high-definition video boards displaying live coverage of the BMW Championship.

BMW Owner Day.

BMW Owners who drive their BMW automobile or motorcycle to the BMW Championship on Thursday, September 10 will receive complimentary access into the tournament with a suggested donation to the Evans Scholars Foundation.

In addition to these onsite attractions and activities, BMW hosted three pre-tournament contests and promotions designed to get owners closer to the excitement:

Ultimate Foursome Contest.

On Wednesday, September 9, one lucky BMW owner, David Pffueffer of New Braunfels, TX, enjoyed a once in a lifetime chance to play a round of golf in the 2009 BMW Championship Pro-Am with a PGA TOUR pro through the Ultimate Foursome Contest. Owners entered the contest by answering 20 questions online related to BMW and the BMW Championship. Pffueffer answered the most questions correctly in the least amount of time.

Best Seats in the House Promotion.

BMW owners whose handicaps may not rival those of the pros had the chance to participate in BMW's Best Seats in the House Promotion. The winner, Joe O'Connor of Downers Grove, IL, will have the once-in-a-lifetime opportunity to walk inside the ropes on Sunday, September 13 with the final pairing.

Ask The Pro Contest.

Another lucky BMW owner, David Silva of Kingwood, TX, won a spot in the BMW Am-Am through the Ask the Pro Contest. BMW owners had the chance to submit a question online on golf training techniques for a professional instructor to answer, at www.bmwusa.com/bmwchampionship. The most engaging questions were entered into a contest to win a trip to the BMW Championship to play in the Am-Am and receive personalized instruction with a teaching pro prior to it.

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08th September 2009

An overview of the BMW Golfsport commitment.

BMW is the only brand represented on all major tours.

Datum	Turnier	Austragungsort	Sieger
22.01.– 25.01.09	The Commercialbank Qatar Masters	Doha Golf Club, Doha	Alvaro Quiros (ESP)
29.01. – 01.02.09	Dubai Desert Classic	Emirates Golf Club, Dubai	Rory McIlroy (NIR)
05.03. – 08.03.09	HSBC New Zealand PGA Championship	Clearwater Golf Club, Christchurch	Steve Alker (NZL)
12.03. – 15.03.09	Michael Hill New Zealand Open	The Hills Golf Club, Arrowtown	Alex Prugh (USA)
02.04. – 05.04.09	Estoril Open de Portugal	Oitavos Dunes, Estoril	Michael Hoey (NIR)
23.04. – 26.04.09	Ballantine's Championship	Pinx GC, Jeju Island	Thongchai Jaidee (THA)
07.05. – 10.05.09	BMW Italian Open	Royal Park I Roveri, Torino	Daniel Vancsik (ARG)
14.05. – 17.05.09	GS Caltex Maekyung Open	Nam Seoul Country Club, Seoul	Bae Sang-moon (KOR)
14.05. – 17.05.09	BMW Charity Pro-Am	Thornblade Club, The Carolina CC and Bright's Creek GC	Michael Sim (AUS)
21.05. – 24.05.09	BMW PGA Championship	Wentworth Club, Surrey	Paul Casey (ENG)
25.06. – 28.06.09	BMW International Open	Golfclub München Eichenried, Munich	Nick Dougherty (ENG)
02.07. – 05.07.09	Open de France ALSTOM	Le Golf National, Paris	Martin Kaymer (GER)

Datum	Turnier	Austragungsort	Titelverteidiger
23.07. – 26.07.09	Senior British Open	Sunningdale Golf Club, Berkshire	Loren Roberts (USA)
20.08. – 23.08.09	The KLM Open	Kennemer G&CC, Zandvoort	Simon Dyson (ENG)
27.08. – 30.08.09	The Barclays	Liberty National Golf Club, Jersey City	Heath Slocum (USA)
03.09. – 06.09.09	Omega European Masters	Crans-sur-Sierre, Crans	Alexander Noren (SWE)
10.09. – 13.09.09	BMW Championship	Cog Hill G&CC, Lemont	2008: Camilo Villegas (COL)
24.09. – 27.09.09	THE TOUR Championship	East Lake Golf Club, Atlanta	2008: Camilo Villegas (COL)
15.10. – 18.10.09	Portugal Masters	Oceânico Victoria Golf Course, Vilamoura	2008: Alvaro Quiros (ESP)
12.11. – 15.11.09	UBS Hong Kong Open	Hong Kong GC, Fanling	2008: Lin Wen- tang (TPE)

Press Information

08th July 2009

BMW Golfsport – Driven by Passion.

BMW is the global golf player.

Munich. BMW's first entered the world of golf in 1982, at the birthplace of the sport – in England. It started with a tournament series for amateurs, which has since developed into one of the largest and most attractive in the world, and is today known as the BMW Golf Cup International.

In 1989 BMW decided to move into the professional game for the first time, with the BMW International Open. As it turned out, this set the trend for BMW. Today, it is hard to imagine international golf without BMW as an esteemed and strong partner. More than 20 years later, BMW is the only brand represented on all the major tours. The hosting of four professional tournaments, one title sponsorship, 16 "Official Car" partnerships, and its own amateur series makes BMW a "global golf player".

BMW is also the Official Car Partner of the European Tour, as well as being the Official Partner and Official Car of the Ryder Cup 2010, making it one of the outstanding partners on the PGA European Tour.

BMW Championship (US PGA TOUR).

The BMW Championship is at the core of a six-year partnership between BMW, the US PGA TOUR and the Western Golf Association (WGA). As the third of four US PGA Tour play-off tournaments, the BMW Championship has one of the largest purses of prize money, and is one of the most important tournaments on the US PGA Tour.

In 2008, Camilo Villegas wrote history with his victory at the BMW Championship: this win was the first ever by a Columbian on the PGA TOUR. The 26-year-old ended the tournament on 15 under par, two shots ahead of American Dudley Hart.

In 2009, the BMW Championship returns to the Cog Hill Golf & Country Club in Lemont, Illinois, which also hosted the premiere in 2007. An even more challenging Championship Course awaits the top players on the PGA TOUR: the renowned golf course architect Rees Jones has modified the Dubsdread Course in a one-year project.

BMW PGA Championship (European Tour).

Since 2005, BMW has been partner and title sponsor of the traditional event at the Wentworth Club near London. The partnership with the PGA European Tour was extended in February 2007 to 2010, and includes the status of "Official Car of the European Tour". The Players' Flagship has had the title BMW PGA Championship since 2007.

Paul Casey finished 17 under par to win the 2009 BMW PGA Championship. The Englishman narrowly defeated compatriot Ross Fisher (-16) and Denmark's Søren Kjeldsen (-13). This was Casey's tenth title on the European Tour – and the first at a BMW tournament. "This victory is great. I have always really wanted to win a BMW tournament," said the 31-year-old. In front of record crowds of 23,292 visitors on the final Sunday at the Wentworth Club (more than 80,000 golf fans visited the BMW PGA Championship over the four days), Casey had to hold his nerve to sink a birdie putt on the final hole to secure the title, having fended off an attack from Fisher who ended the tournament with a dazzling final round.

BMW International Open (European Tour).

Since 1989, the BMW International Open has traditionally been staged in the same city as the company headquarters – Munich. The way this tournament successfully established itself on the European Tour laid the foundation for all BMW's subsequent commitments to professional golf. The exclusive, but familiar, atmosphere at the BMW International Open is partly responsible for BMW's excellent reputation on the golfing scene.

In 2009, Nick Dougherty, was playing like a man possessed in the 4th round. The 27-year-old Englishman ended the final Sunday in Munich Eichenried on 22 under par to secure the winner's cheque for over 333,330 Euros. By the end of the day he had nine birdies and just one bogey on his scorecard, and won the 21st BMW International Open ahead of Argentinean Rafa Echenique and Retief Goosen (South Africa).

However, it remained exciting right to the end – thanks to probably the most incredible shot in the history of the tournament. With 222 metres to the pin Echenique, who had started half an hour before Dougherty, took a 3-iron on the par-5 18th and watched in amazement as his ball rolled straight into the hole. This was the first albatross ever witnessed on the final hole in 21 years of the BMW International Open – the only man to have achieved this feat on any hole before was Spain's José Maria Olazábal on the 11th hole in 2001. The albatross helped Echenique to a round of 62 (-10 for the round), equalling the course record in Eichenried.

BMW Italian Open (European Tour).

This year, three European Tour tournaments will once again bear the name BMW in their title: The BMW PGA Championship (Wentworth, 21st to 24th May), BMW International Open (Munich-Eichenried, 25th to 28th June) and BMW Italian Open (Turin, 7th to 10th May). BMW can already look back on a long-standing Official Car partnership with the tournament, which is organised by the European Tour and the Italian Golf Federation. The Italian Open is a tournament with a long tradition, stretching right back to 1925. The list of champions includes such prominent names as Billy Casper, Sir Henry Cotton, Tony Jacklin, Bernhard Langer, Sandy Lyle, and Greg Norman.

The first winner of the BMW Italian Open is Daniel Vancsik. The Argentinean carded rounds of 68, 65, 69 and 65 to finish on 17 under par at the Royal Park I Roveri. In front of 30,000 spectators over the course of the tournament, the 32-year-old produced some stunning golf to claim his second title on the European Tour, following his win at the 2007 Madeira Islands Open BPI. Vancsik, who moved to the top of the leaderboard and never relinquished this position, finished six shots ahead of John Daly (USA), Raphael Jacquelin (France) and Robert Rock (England) in second place.

“The premiere of the BMW Italian Open was a great success,” says Magnus Wiese, Head of BMW Golfspport Marketing. “Building on this tournament’s great tradition, we have enjoyed excellent golf at an impressive venue. The BMW Italian Open has integrated seamlessly into the BMW family of tournaments.”

Ryder Cup.

After its commitments to the European Tour and the US PGA Tour, BMW has now added the Ryder Cup to its golfing portfolio: BMW is Partner and "Official Car" of the Ryder Cup 2010, which takes place from 1st to 3rd October at the Celtic Manor Resort in Newport, Wales.

In 2008 the Ryder Cup took place from 16th to 21st September in Louisville, Kentucky (USA). BMW was a partner of the European Team, under the leadership of captain Nick Faldo. After three failed attempts, the Paul Azinger’s US team eventually won the 37th Ryder Cup at the Valhalla Golf Club. The traditional strength of the Americans in the closing singles matches was too much for the Europeans, who made a poor start on the opening Friday. The home team wrestled the prestigious Ryder Cup back from the Team Europe with a 16.5 to 11.5 victory.

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