



Media Information
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**BMW extends worldwide golf commitment.
BMW becomes Worldwide Partner of The Ryder Cup.**

- **BMW and PGA of America sign Ryder Cup partnership, while BMW and Ryder Cup Europe extend partnership until 2022.**
- **BMW will be Worldwide Partner at the next two Ryder Cups in Whistling Straits (USA, 2020) and Rome (Italy, 2022).**
- **BMW continues long-term partnership with the European Tour.**
- **BMW PGA Championship (London) and BMW International Open (Munich) confirmed until 2022.**
- **BMW Championship (PGA TOUR) to be held in August 2019 at Medinah Country Club (USA).**

Munich. The commitment of BMW to the game of golf worldwide has been further strengthened with today's announcement that the company is to become the Worldwide Partner of The Ryder Cup for the matches between the United States and Europe at Whistling Straits in 2020 and in Rome in 2022. The enhanced partnership is a natural progression for BMW, whose connection with The Ryder Cup dates back to 2006. The premium car manufacturer is also pleased to announce the extension of the partnership with the European Tour until 2022, while continuing as the title sponsor of the prestigious BMW PGA Championship at Wentworth and the promoter of the BMW International Open in Munich.

"We are delighted to join forces with the PGA of America and Ryder Cup Europe in a shared mission to drive golf's top international event to even greater heights," said Bernhard Kuhnt, President and CEO of BMW of North America. "As a supporter of golf globally for the past 30 years, golf remains the perfect platform for our brand to engage our network of owners, dealers and golf fans across the world."

The BMW links with the Ryder Cup began in 2006 when it was the Official Car Partner at the K Club in Ireland. The company has since had a presence at each Ryder Cup match, both in Europe and the United States, and took a leading role as an Official Partner at Celtic Manor (Wales) in 2010, Gleneagles (Scotland) in 2014,



and Le Golf National (France) this year. Now BMW is to extend its influence on both sides of the Atlantic.

“Backed by more than a century of exceptional performance, BMW’s history of technological advances and high standards make it one of the most respected companies in the world and a perfect partner for the Ryder Cup,” said Seth Waugh, Chief Executive Officer of the PGA of America. “BMW’s connection to golf and our global spectator base establishes a partnership that will elevate the global nature of the Ryder Cup.”

“Like The Ryder Cup, BMW is a global brand so we are delighted to extend our long-standing partnership,” said Guy Kinnings, European Ryder Cup Director. “BMW has been an important part of the Ryder Cup’s growth and success over the past 12 years, so we are extremely pleased this will continue not only in Italy in 2022, but also when we travel to United States in 2020.”

BMW has also reconfirmed its commitment to the European Tour until 2022 by renewing its status as an Official Partner, and has guaranteed continued support for the BMW PGA Championship and the BMW International Open over the same period of time.

“We could not be happier than to have BMW as our Official Partner for another four years,” said Keith Pelley, the Chief Executive of the European Tour. “They have shown fantastic commitment to the European Tour for 30 years and have always had the best interests of the game at heart. It is why tournaments such as the BMW PGA Championship and the BMW International Open are so highly regarded by players and fans alike. Everything BMW does represents class and quality and we are delighted to be associated with them. We hope our partnership continues for many years to come.”

In 2019, BMW also continues the title sponsorship of the BMW Championship in the United States. The revised PGA TOUR calendar sees the FedExCup Playoffs brought forward to August, with the BMW Championship to be played from 15th to 18th August next year. The venue for the penultimate Playoff tournament is “Course Three” at Medinah Country Club (Chicago) – the same course that provided the backdrop to the 2012 Ryder Cup and the “Miracle of Medinah”.



The prestigious BMW PGA Championship is moving to autumn. The Wentworth Club, on the outskirts of London, will host “The Players’ Flagship” from 19th to 22nd September in 2019. The date for the BMW International Open remains unchanged; Golfclub München Eichenried will welcome the European Tour stars to the 31st staging of the iconic German tournament from 18th to 23rd June.

The 2019 BMW Golfsport year will kick off with the World Final of the BMW Golf Cup International. The national winners of the world’s largest international tournament series for amateurs will be invited to Cabo San Lucas, a resort on the southern tip of Mexico’s Baja California peninsula, from 18th to 23rd March.

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