



Media information
17 September 2025

BMW extends its partnership with Spanish tennis ace Carlos Alcaraz.

+++ Partnership with world No. 1 underscores BMW brand's commitment to tennis +++ Alcaraz: "I am delighted to continue being part of the BMW family" +++ The BMW Open in Munich has been a fixture in professional tennis since 1987 +++ BMW partners other top international tournaments in Indian Wells, Rome and Vienna +++

Munich. Tennis is a key pillar of the BMW brand's international sporting commitment. BMW has supported tennis for almost 40 years and will remain a strong partner in the future. This is underscored by its successful collaboration with the world No. 1, Spanish tennis pro Carlos Alcaraz, which has now been extended long-term.

"Tennis plays a fundamental role in our sponsorship portfolio," says Uwe Dreher, Vice President Marketing BMW Europe. "We are delighted to continue our journey with Carlos Alcaraz. His passion for sport and his pursuit of excellence are consistent with the values of our brand. Together, we will create unforgettable moments that celebrate the sport of tennis and strengthen the bond with our customers."

In early September, Carlos Alcaraz won the US Open, in the process regaining his world No. 1 ranking, which he first claimed in 2022 as the youngest player in history. The six-time Grand Slam champion, at age 22 already one of the defining personalities of the ATP Tour, says: "I am delighted to continue being part of the BMW family, whose values – honesty, excellence, innovation and joy – have always resonated deeply with my own. I am grateful to BMW for the support I received even before my first Grand Slam win and hope that we can enjoy many more successes together."

The involvement of BMW in tennis dates back to 1987, when the company first partnered the BMW Open in its home city of Munich (GER). This year, the 38th year of this collaboration, the storied tournament had its premiere as an ATP 500 event. BMW also partners the ATP Masters 1000 tournaments in Indian Wells (USA) and Rome (ITA) as well as the ATP 500 indoor event in Vienna (AUT).



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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