



Press Information

7th May 2013

25th BMW International Open – No presents on offer at this birthday celebration: strong German quartet sets sights on second home win in tournament history.

They face tough opposition, however: Ryder Cup heroes, former winners, and “young guns” line up at the anniversary tournament.

Munich. With a good six weeks until the first tee shot of the 25th BMW International Open rings out around Golfclub München Eichenried (18th to 23rd June), more top players have confirmed they will be appearing at the anniversary edition of the only European Tour tournament to be held on German soil. **Sergio García** (Spain), British Open champion **Ernie Els** (South Africa), BMW Championship winner **Dustin Johnson** (USA) and BMW Brand Ambassador **Martin Kaymer** (Germany), who had already announced their intention to play, will be joined by more of the world's top players in the battle for a share of the two million Euro prize purse.

First and foremost German aces **Marcel Siem** (Ratingen), **Alex Cejka** (Las Vegas) and **Maximilian Kieffer** (Düsseldorf). They are out to follow in the footsteps of their compatriot Martin Kaymer, to date the only German to win the title at the BMW International Open. A good omen: Kaymer's victory came five years ago, when the tournament celebrated its last big anniversary.

Two things speak in favour of Marcel Siem challenging at the top of the leaderboard: firstly, the man from Ratingen is in scintillating form again this year, as proven recently by his victory at a European Tour event in Morocco. Secondly, Siem laid the foundations for his remarkable professional career at a recently opened Golfclub Eichenried over 25 years ago. He knows the course in the north of Munich better than any other player in the tournament.

Alex Cejka has also played his part at the top of the leaderboard of the BMW International Open in the past: the 42-year-old, who lived in Munich for a long time before succumbing to the draw of the US tour, finished runner-up in 2004 and also has two third places to his name at the BMW International Open. And finally, from a German perspective, there is European Tour rookie Maximilian Kieffer, who BMW



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recently started supporting as “Friend of the Brand”. The 22-year-old caught the eye at the recent Open de España, when he narrowly lost out to Frenchman Raphael Jacquelin on the ninth extra hole of the longest play-off in European Tour history. That second place was enough to guarantee “Kiwi” his Tour card for the coming season, even at this early point in the golfing year.

“We are pleased that the anniversary tournament will feature a very high-class quartet of players striving to become only the second German to claim the title at the BMW International Open,” said Tournament Director Marco Kaussler. “However, the outstanding international competition in the field means it will definitely not be easy for our guys – and the opposition includes a lot of potential winners. As always: may the best man win.”

For example, Ryder Cup players **Edoardo Molinari** of Italy and Sweden’s **Henrik Stenson** will both tee off in Eichenried. Stenson won the 2006 tournament in a memorable play-off on the 18th hole. And it goes without saying that last year’s winner Danny Willett will be back to defend his title. The Englishman triumphed – in another dramatic playoff, against Australia’s Marcus Fraser – when the BMW International Open made its debut at Golf Club Gut Lärchenhof near Cologne.

Spaniards have always played a major role in the history of the BMW International Open. Tournament winners **Miguel Ángel Jiménez** (2004) and **Pablo Larrazábal** (2011) will be back in Eichenried again this year. They are joined by **Rafael Cabrera-Bello**, who won last year’s Dubai Desert Classic, and big-hitting **Álvaro Quirós**, who was also successful in Dubai on two occasions in 2011: the Spaniard won the Desert Classic and the season finale, the Dubai World Championship.

In **Anders Hansen**, Eichenried welcomes something of a veteran. The Dane has been active on the European Tour since 1999 and has three tournament wins to his name. He also came within a hair’s breadth of picking up a fourth victory. However, he lost out to local favourite Martin Kaymer in a play-off at the 2008 BMW International Open. And then there is cheery Englishman **Paul Casey**, who is almost back to his formidable best following a painful shoulder injury. The eleven-time winner on the European Tour, whose successes include the 2009 BMW PGA Championship, is always a welcome guest in Munich.





This year's Ryder Cup interest will be provided by three European captains, who tee off as part of this year's 156-man field: Scotland's **Colin Montgomerie** – winner of the 1999 BMW International Open – led his home continent to the title in Wales in 2010. Spaniard **José-María Olazábal** – responsible for one of only two albatrosses ever carded in the history of the BMW International Open – defended that title on a dramatic final day at the Medinah Country Club in Chicago last year. The third of the trio of captains is **Paul McGinley**, who has the honourable task of completing the hat-trick for Europe in autumn 2014. The Irishman is responsible for selecting the right twelve-man squad when the inter-continental competition comes to Gleneagles in Scotland – with BMW as the “Official Car” partner.

Und last but not least, spectators in Eichenried can look forward to a host of fascinating young players, who have already done more than enough to indicate that we will hear a lot more from them in the near future. These include Italian **Matteo Manassero**. The man from the province of Verona demonstrated his exceptional talent at the young age of just 16 when he became the youngest player ever to win the British Amateur Championship, thus qualifying for that year's Open Championship, which he ended as the best amateur in a sensational 13th place. In 2010 he won his first tournament on the European Tour and has since added another victory in Europe's elite golf class to his collection.

One year ago **Thorbjørn Olesen**, now 23 years old, won his first European Tour event in Sicily. It was a success that had been coming, as the Dane had already finished runner-up on three occasions. Austrian fans will be particularly pleased to see their compatriot **Bernd Wiesberger** in action in Eichenried. The 27-year-old made people sit up and take notice in 2012, when he won tournaments on the European Tour and climbed as high as 76th in the world rankings. Only last week, Wiesberger sent out another reminder of his undoubted talent with victory at the Indonesian Masters, beating no less than Ernie Els in the process.

More well-known players are expected to join the high-class starting field by the start of the tournament.



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7th May 2013

25th BMW International Open: A special book for a special occasion.

What makes the BMW International Open so special? The limited-edition Anniversary Book provides the answers in words and pictures.

Munich. BMW is releasing a special book to mark the 25th anniversary of the BMW International Open. Only 250 copies of this high-quality, limited-edition publication will be available. As well as exclusive items and anecdotes offering an insight into what goes on behind the scenes, the book will also feature emotional photographs that tell the story of this remarkable tournament.

In an in-depth interview, BMW Brand Ambassador Martin Kaymer gives an insight into his otherwise relatively unknown private life: he reveals for the first time that his third passion – alongside golf and cars – is a particularly sweet one. The sole German winner of the BMW International Open has a weakness for chocolate, and always has a bar on him at every tournament. Kaymer also reveals another little secret: Germany's top golfer loves classical music ("especially quiet pieces"). And it goes without saying that the Major winner also depicts his experiences at last year's Ryder Cup, when he sank the putt that guaranteed the trophy would return to Europe ("it is not often you are presented with such an opportunity to do something really great for Europe and Germany"). He also looks back at his victory in Eichenried: "I still remember the sensational atmosphere when I won in 2008, the German flags in the stands on the 18th green. Unbelievable."

In an exclusive article for the book, two-time Masters champion Bernhard Langer explains why he was always the bridesmaid, never the bride at the BMW International Open and had to settle for runner-up on five occasions at his home tournament. "It was like a jinx. Nothing like that has ever happened to me at any other tournament in the world." Langer remembers his second place in 1992 particularly well – when America's Paul Azinger triumphed in a five-man play-off: "I still remember well how 'Zinger' played an unbelievable backhand shot out of the rough and landed his ball right next to the flag for a birdie – I didn't have a chance."



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Now 55 years old, the Langer's chances of winning the BMW International Open appear to be dwindling: "Like they say though, hope springs eternal."

In another exclusive article, George O'Grady, Chief Executive of the European Tour, expresses his thanks for the magnificent partnership with BMW, "one of the most enduring relationships". Over the course of its 25 years of commitment to the sport, BMW has not only added to the value of tournaments on the European Tour, "but also The European Tour internationally," writes O'Grady. "As we toast this notable anniversary, we acknowledge that BMW has been an important part of The European Tour's past, but we also recognise the vital role it plays in our present and in our future."

And finally, as well as numerous other items and comprehensive statistics, the Anniversary Book also contains a chapter entitled "Classified Information", which includes many secrets from the 24-year history of the tournament, which had not previously been released. We cannot reveal any more than that here ...





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7th May 2013

25th BMW International Open: Join in the celebrations.

25 years of tradition: for spectators at the course, the BMW International Open is far more than just another golf tournament.

Munich. BMW's commitment to professional golf began back in 1989 with the BMW International Open. As a global golf player and organiser of international, professional tournaments at the highest level of the game, BMW has enjoyed an excellent reputation ever since. The efficient organisation, the service provided off the course, and the pleasant atmosphere are held in particularly high esteem by the players. Sweden's Henrik Stenson, winner of the 2006 BMW International Open 2006, says: "BMW has been a fantastic supporter of golf for 25 years. To organize golf tournaments to the highest of standards around the world is not an easy task but I would dare to say that BMW does it the best." To ensure that the anniversary tournament at Golfclub München Eichenried is an unforgettable experience for all the spectators, a huge array of services and attractions will once again be on offer this year.

The "birthday celebrations" will get underway on Tuesday 18th June with an exciting **Opening Show Event**. This will be followed on Wednesday by the Pro-Am tournament, before the four rounds of the tournament take centre stage from Thursday to Sunday. **Admission to the course is free up to and including Friday.** On the final two days of the tournament, BMW Card holders, young persons aged 16 and above, school pupils, students, and disabled persons pay half price for admission. Children aged 15 and under have free entrance all week.

To make the journey to the course as relaxing as possible, a **free shuttle bus** service is available from and to Ismaning S-Bahn station (on the S8 line) on every day of the tournament. On **Saturday 22nd June, a Public Area Party will be held for the first time** on the grounds of the tournament. Free shuttle buses will be put on until the end of the event, to transport people from GC München Eichenried to Ismaning S-Bahn station.

The Public Area is worth a visit all week long. Experienced Spaniard Miguel Ángel Jiménez sums it up beautifully: "Away from the course, I always particularly enjoy the tented village at the BMW International Open," says the 2004 BMW



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International Open champion, referring to the expansive area with **more than 60 exhibitors** from the world of golf, as well as numerous other attractions. These include the BMW exhibition, with the most important models from the latest range, many highlights and surprises, the **BMW xDrive Course**, and the **BMW Motorsport and Lifestyle Exhibitions**, as well as a diverse range of food and drink – not only in the large beer garden.

Whether an experienced amateur or curious beginner – all visitors to the course have the opportunity to try their hand with a golf club. The focus at the **BMW Putting Contest** is on accuracy. Meanwhile, experienced golf instructors impart their knowledge and give beginners and more advanced golfers valuable tips in the **BMW Golf School**. Kiddies' golf and an entertaining programme also await the youngest generation of golf fans in the LEGO childcare area.

It goes without saying that visitors to the tournament can keep up-to-date with events out on the course while relaxing in the Public Area – thanks to the many leaderboards, presentations and video walls, on which all the important shots are broadcast.

The most comfortable place to enjoy the BMW International Open is the Fairway Club. One of the most attractive VIP clubs in the world of golf, the Fairway Club offers a variety of bars and an excellent array of food and drinks in an air-conditioned, stylishly furnished two-storey tent. Everything you need to feel comfortable. The Fairway Club's terrace also offers a magnificent view of the action on the 18th green.

BMW drivers can look forward to exclusive access to the **BMW Owner's Stand on the 9th fairway**. From here they can enjoy a perfect view of the sporting action. From Thursday to Sunday, all BMW customers can relax with a free drink.

The **free "Daily News" tournament newspaper**, which is on display around the course, provides the latest news and information on daily events. A special service is once again on offer this year, in the form of a **BMW International Open App** for iPhone and Android. The app is available now through the App-Store and Google play. An update with new functions will be available in time for the start of the tournament.





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7th May 2013

25th BMW International Open: “Birthday presents” for social media users.

Two tickets up for grabs every week in Facebook competition. Fans stay on the ball with the tournament app.

Munich. When the inaugural BMW International Open was held in 1989, the Internet was still in its infancy, with little indication of the nationwide usage that was soon to follow. Since then, the golf tournament is not the only thing to have developed year upon year. The Internet has become the key technology of the information age. And so BMW is also celebrating the 25th anniversary of the tournament on the social web: with the “Anniversary Countdown” competition and the tournament app for iPhone and Android devices.

The “Anniversary Countdown” competition has been running on the BMW Golfsport Facebook page (www.facebook.com/bmwgolfsport) since the first week of January. Each week, Facebook users can answer a question on the history of the tournament and, with a bit of luck, win two tickets for the 25th BMW International Open. No special registration is required.

By the time the tournament gets underway with the Opening Show Event on 18th June, the free BMW International Open App will provide an even more intense live experience. At the same time, golf fans from all over the world will be able to feel even closer to the tournament, whatever the distance.

Live scoring means the latest leaderboard can be called anytime, anywhere. Visitors to the tournament wanting to follow their favourite player have an innovative assistant in the form of the “Player Tracker”: simply enter the name of the desired player and the app informs the user which hole that pro is currently playing.

Thanks to the multi-media course description, tournament visitors always have every detail of the 18 holes at hand, while the News area provides the latest information on the 2013 BMW International Open – including photo galleries and videos. A host of other useful information on the tournament completes the offering.



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A number of the app's functions will only be available with an update prior to the start of the tournament. It is already available via the App-Store and Google play.



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Press Information

22nd April 2013

Golf pro Maximilian Kieffer drives a BMW.

Automobile manufacturer to support Tour newcomer with a car.

München. Düsseldorf's Maximilian Kieffer now has more in common with BMW Brand Ambassador Martin Kaymer than just his initials, his home in the Rheinland region of Germany, a career representing his country as an amateur, and a passion for sporty cars: like Kaymer, the 22-year-old can count on the support of premium automobile manufacturer BMW as he continues his rise to the top of the European game.

Eckhard Wannick, Head of BMW International Sponsoring, Cooperations and Product Placement, is delighted to be working with the Tour rookie: "Maximilian Kieffer's outstanding performances have proven that he is one of the players of the future in Europe. His personality, exceptional golfing talent and demeanour make him an ideal ambassador for the BMW Golfsport commitment. We are looking forward to accompanying him throughout his sporting career."

Kieffer is only too happy to return the compliment: "I am very proud of my partnership with BMW. It is an honour to work together with such a well-respected company that is so heavily involved in sport. It goes without saying that I will particularly enjoy every kilometre in my new BMW M3."

As well as possessing a great game, one of Kieffer's biggest attributes is his mental strength – a fact the German demonstrated emphatically last weekend: for nine play-off holes, the Tour newcomer more than held his own against the experienced Raphael Jacquelin. Kieffer eventually yielded to the Frenchman, nine years his senior, after more than two hours of "extra time" and the longest play-off in European Tour history. This success sees Kieffer climb to 37th in the "Race to Dubai", making him the best-placed rookie. At this early point in the season, he has already earned sufficient prize money to secure his tour card for 2014. Kieffer has enjoyed an exemplary career so far: after a successful time on the amateur circuit, he joined the Challenge Tour in 2010, from which he qualified for the European Tour – the pinnacle of professional golf in Europe – for the first time this year. And the rookie has already showcased his ability on this grand stage.



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German golf fans must wait another two months before they can watch both Kaymer and the third highest-placed German on the European Tour live: from 18th to 23rd June, Kaymer and Kieffer will tee off at the 25th BMW International Open at Golfclub München Eichenried – the only European Tour event on German soil.

In order to get to know the new Friend of the BMW Brand a little better, we asked Maximilian Kieffer a few multiple-choice questions:

McIlroy or Kaymer?

Puuuuh, both great golfers, from whom I can learn a lot!

Michael Jordan or Kobe Bryant?

Michael Jordan.

Magath or Klopp?

Magath, as my fitness trainer likes to use medicine balls almost as much as he does.

Mettbröttchen (minced meat sandwich) or Kaiserschmarrn (pancake)?

Kaiserschmarrn.

M3 or “Knutschkugel” (Isetta)?

Definitely the M3. However, I have not had chance to test drive the Isetta yet.

Mars or KitKat?

I used to have a KitKat during every break, but maybe that was because the vending machine at school only had KitKats in it.

Maß (Oktoberfest beer) or Kölsch (pils from Cologne)?

Pils.

Marathon or kickboxing?

Kickboxing.

München (Munich) or Köln (Cologne)?

Coming from Düsseldorf, anything is better than Cologne.





Manhattan or Key West?

Key West.

Mark Bostick Golf Course* or Kiawah Island?

Then Kiawah Island, even though I have had a lot of fun rounds on the Mark Bostick Golf Course.

* the course at his college in the US

Mark Wahlberg or Kevin Costner?

Kevin Costner is not bad, but Mark Wahlberg can do anything!

EmineM or Kanye West?

Both are great! Preferably a remix featuring both of them.

Mila Kunis or Heidi Klum?

Mila Kunis.

Max Frisch or Ken Follett?

Ken Follett.

Marlin or killer whale?

I went swimming with great white sharks in South Africa in February. Those creatures were so fascinating that I have to say the great white shark!

Who is Maximilian Kieffer?

Born: 25th June 1990, in Bergisch-Gladbach

Nickname: Kiwi

US college: University of Florida ("The Gators")

Turned pro: 2010 (Challenge Tour until 2012; European Tour since 2013)

Tournament wins as pro: The Gujarat Kensville Challenge (2012)





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BMW and golf – the “Global Golf Player”.

BMW first became involved in professional golf when the BMW International Open was held for the first time in 1989. In the meantime, BMW has become a strong, highly respected, integral partner of the golfing world and is the only brand represented on all the major tours. BMW organises another three tournaments on the European Tour. The BMW PGA Championship at the Wentworth Club near London is known as the “Players’ Flagship” and is one of the most prestigious tournaments on the tour. When the BMW Masters (Shanghai) made its debut in 2012, it featured one of the biggest prize funds on the European Tour and a world-class field. On the PGA TOUR, the BMW Championship is one of the most important golfing events in the USA and makes up the third leg of the four FedExCup Playoff tournaments. With the organisation of these professional tournaments, numerous “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. The relationship with the PGA European Tour, which BMW also supports by providing the “Official Car” at the Ryder Cup, is particularly close. Professionals around the world regard BMW very highly as a golf partner. For example, Major winner Martin Kaymer represents the company as BMW Brand Ambassador.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries. In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees. 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 eight years.



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