

BMW Masters 2013

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Press Information
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BMW Masters: Luke Donald set for big push in Shanghai.

The former world number one has yet to win a BMW title this year – and is determined to take his final opportunity.

Munich/Shanghai. It is now the moment of truth on the European Tour: the deciding “Final Series” is making its debut at the BMW Masters (24th to 27th October at Lake Malaren Golf Club). Among the high-class field teeing off in Shanghai is the man who finished third at last year’s tournament: Luke Donald. The 35-year-old, who led the world rankings for a total of 56 weeks in 2011 and 2012, has been given new hope that he could yet have a say in who wins the “Race to Dubai” by a significant return to form in recent events. The Englishman won the European Tour two years ago, meaning this year’s BMW Masters will feature all the previous winners of the “Race to Dubai”, in the form of Rory McIlroy (NIR, 2012), Donald, Martin Kaymer (GER, 2010) and Lee Westwood (ENG, 2009) – as well as the current leader Henrik Stenson (SWE) and his closest rival Graeme McDowell (NIR).

Donald says: “I have nothing but fond memories of BMW tournaments. That is partly down to the excellent atmosphere that BMW always achieves, and partly the two BMW PGA Championship wins back home in England, which will always be particularly important to me. The BMW Championship at my home club of Conway Farms was also a special experience for me, especially given my fantastic finish that earned me a place at the TOUR Championship. I finished in a very good third place behind Peter Hanson and Rory McIlroy at the BMW Masters last year. I would obviously like to go one better and win this time round. I enjoy playing in China and it is a good course – it would be a nice place to win such a prestigious title.”

It is not long since Donald was the dominant force in the golfing world. In 2011 he not only won the “Race to Dubai”, but also the money list on the PGA TOUR. He was also the world number one and lifted the prestigious trophy at the BMW PGA Championship, the European Tour’s flagship event. Among the highlights of 2012 were a thrilling duel with McIlroy for the number one spot, a commanding title defence at Wentworth, and Ryder Cup victory in the “Miracle of Medinah”. This season, however, the brilliant master of the short game is yet to win a tournament. However, there were already definite signs

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of a return to form for Donald even before the impressive outing at the BMW Championship, the third Playoff tournament on the PGA TOUR in his adopted home of Chicago.

The likeable and intelligent Englishman is currently 28th in the “Race to Dubai” rankings – a respectable position given the fact that Donald has only teed off at ten tournaments on the European Tour in 2013. And there is still a lot to play for this year. The “Final Series”, which opens with the BMW Masters, comprises four tournaments of exceptional significance and with an extraordinary amount of prize money up for grabs. The race to the season finale in Dubai is entering the finishing straight. Donald, who has many fans all over the world, will again be cheered on in China with the now familiar cry of “Luuuuuuuuuke”. He is definitely a force to be reckoned with at Lake Malaren Golf Club.

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BMW and golf – the “Global Golf Player”.

BMW first became involved in professional golf almost a quarter of a century ago when the BMW International Open was held for the first time in 1989. 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. BMW organises another two 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 features one of the biggest prize purses on the European Tour and a world-class field. On the PGA TOUR, the BMW Championship is one of the most important golf 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

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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 as “Official Car” at the Ryder Cup, is particularly close.

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.