



Media Information
07 October, 2020

Garden golf in full swing as BMW PGA Championship get underway

- BMW celebrate launch of BMW PGA Championship with first ever Garden Golf Tour
- Golf enthusiasts across the UK built their own garden golf courses during lockdown as sport saw 40% rise in popularity
- BMW PGA Championship begins at Wentworth this Thursday 8th – 11th October
- For the first time in the event's history, no fans are able to attend due to Covid-19 restrictions

The BMW PGA Championship tees off on the 8th October 2020 and to celebrate, the car manufacturer sent ex-professional golfer Nick Dougherty on a Garden Golf Tour, to play a round with some of the sport's most passionate devotees.

For(e) the first time in the BMW PGA Championship history, the event will be played without fans present at the famous Wentworth course, but this has not stopped golf lovers showing their support for the sport.

In fact, golf has seen a *40% spike in popularity since lockdown began in March, with the public taking up the sport from home and out on courses when lockdown eased.

To celebrate the competition and its aficionados BMW, has hit the road in search of enthusiasts who couldn't go without a round of golf during lockdown and built their own Garden Golf Courses at home.

"The courses that fans have created are incredible," said BMW Ambassador and golf broadcaster, Nick Dougherty.

"As well as being a great sport, many people find Golf really helps relieve stress. Covid-19 shone a light on the game and showed more people than ever how golf can help with fitness both physically and mentally, by getting us outdoors and active. The last few months have opened up the sport to new players, old and young.

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Internet
www.bmw.co.uk

BMW

United Kingdom

Corporate Communications

Media Information

Date 07 October, 2020

Subject **Garden golf in full swing as BMW PGA Championship get underway.**

Page 2

“The courses people have built in their gardens are more than just golf courses – they are ways to spend more time with family and friends, create challenges between golfing buddies, practice their short game and, more than anything, spend time outside. The BMW PGA Championship will be more popular than ever this year and I’m sure will inspire more people to transform their gardens.”

Garden Golf has not only been good for established players, the benefits of having the sport so close to home are also being felt by younger generations.

Lila, 12, from Rugby is a golf fanatic playing with a level 15 handicap. Her father, Paul, created a garden golf course for her while he was furloughed during lockdown.

Lila said: “The garden golf course has meant I’ve been able to practice every day, something that would have been difficult when we weren’t allowed out. Golf makes me feel incredibly happy, and my love for the game has increased during lockdown – it’s also been a great way to spend more time with my Dad!”

BMW has been associated with golf globally for more than 30 years, sponsoring the PGA Championship since 2005. BMW cars are the perfect partner for UK golfers with a wide range of models with boots large enough for all the kit and a sporty and refined drive to ensure players arrive ready to achieve a course-beating score.

Ends

BMW. The Global Golf Player.

BMW has leading role as a long-term partner of global golf for more than 30 years. BMW is the Worldwide Partner of the Ryder Cup, beginning in 2020 at Whistling Straits in Wisconsin, as well as the 2022 event in Rome, Italy. BMW has had a connection with the event dating back to 2006, with the European Team. BMW will continue as the title sponsor of the BMW Championship, the penultimate event on the PGA TOUR’s FedExCup Playoffs, through 2022. The company will also continue as partner of the European Tour, as the title partner of the BMW PGA Championship (Wentworth Club), and will continue to host the BMW International Open (GC München Eichenried). For over 30 years, BMW has also been organizing the largest international tournament series for amateur players, the BMW Golf Cup International. Since 2018, the company has been using the innovative format of the BMW TrackMan Open to put golf firmly in the digital age and appeal to a younger target audience.

BMW

United Kingdom

Corporate Communications

Media Information

Date 07 October, 2020

Subject **Garden golf in full swing as BMW PGA Championship get underway.**

Page 3

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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>

For further information please contact:

Helen Wilson
BMW Group Media Relations Executive
Tel: 07815 372 480
Email: Helen.Wilson@bmw.co.uk

Chris Overall
BMW Media Relations Manager
Tel: 07815 370 990
Email: Chris.Overall@bmw.co.uk

Emma Begley
General Manager, Communications
Tel: 07815 371 062
Email: Emma.Begley@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376 867
Email: Graham.Biggs@bmw.co.uk