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BMW of North America Kicks-Off the 2011 BMW Championship

Lemont, IL – September 12, 2011... Beginning today and continuing through September 18, 70 of the world's top professional golfers will converge upon Cog Hill Golf & Country Club to participate in the 2011 BMW Championship, the penultimate event in the PGA TOUR Playoffs for the FedExCup. All proceeds from the BMW Championship will benefit the Evans Scholars Foundation, which provides full university tuition and housing grants to deserving young caddies.

Since 2007, the BMW Championship has raised more than \$9 million for the Evans Scholars Foundation, one of the nation's largest privately funded scholarship foundations.

"BMW is privileged to have a continuing role in supporting the Evans Scholars Foundation, doing our part to help the scholars achieve their dreams and education goals," said Jim O'Donnell, President of BMW of North America. "The impact education can have on their lives is immeasurable, and we applaud the Evans Scholars Foundation for enabling us to help provide the means for these young people to go to college."

In addition to supporting the Evans Scholars Foundation through the BMW Championship, BMW of North America, LLC also provides a summer internship program for Evans Scholars to work for BMW, offering them invaluable insight into their future careers.

As in previous years, BMW will also provide a full four-year Evans Scholarship in the name of the first player who hits a hole-in-one on any hole during the tournament. Additionally,

BMW will give an all new BMW 6 Series Coupe, this year's Hole-In-One Vehicle, to any player who achieves a hole-in-one on the 14th Hole.

"All of us at the Western Golf Association, and our current Evans Scholars in particular, are grateful for the support BMW has shown for the Evans Scholars Foundation," said John Kaczowski, WGA/ESF President and CEO. "Many young men and women are earning a college education today thanks to BMW's generosity and commitment, which has extended far beyond the sponsorship of the BMW Championship."

To reward BMW Owners, BMW has distributed more than 2,500 tickets to Owners in the Chicago area to attend the tournament and take advantage of its many benefits. Additionally, owners who drive their BMW vehicles to the tournament receive priority parking and exclusive access to the BMW Owners' Pavilion, which offers a prime view of the 12th and 14th holes. All BMW vehicles parked in the main BMW Owners' parking lot will also have the option to receive a complimentary car wash.

Following the conclusion of play on Saturday, September 17, the BMW Championship is extending a warm welcome to local Notre Dame or Michigan State football fans to attend a free viewing party. Sure to satisfy pigskin and golf lovers alike, the public will be able to watch the big game on giant screens on the 18th Hole of the Dubsdread Course and outside the 10,000 square-foot BMW Experience located along the 1st hole of Course #2.

Daily Clubhouse tickets to the BMW Championship are \$45 in advance, \$55 at the gate. Weekly ticket books are available to purchase in advance for \$150. Juniors 16 and under are admitted free when accompanied by a ticketed adult. General parking is complimentary and included in the ticket price. To order tickets in advance, call 847-724-4600 or visit www.bmwchampionshipusa.com.

Additionally, with the presentation of a valid veteran/military ID, active or retired military personnel will receive free admission to the BMW Championship, on any day of the tournament.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the

United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 137 BMW motorcycle retailers, 107 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the internet at: www.bmwgroupna.com. Consumers can also follow BMW of North America at www.facebook.com/BMWUSA. Additional BMW Championship information, videos and photos are available at www.bmwusanews.com/BMWChampionship.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com.

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Evans Scholars Foundation: Created in 1930, the Evans Scholars Foundation started with two Northwestern University students and has been managed since its inception by the Western Golf Association. To date, the foundation has offered more than 10,000 college scholarships to golf caddies, and during the 2011-2012 academic school year 825 caddies are attending college on Evans Scholarships, receiving tuition and housing benefits totaling more than \$11 million.

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