

## **Welcome from BMW**

Welcome to the 2011 BMW Championship. On behalf of our partners – the PGA TOUR and the Western Golf Association – thank you for joining us to witness the top professional golfers in the world compete in the penultimate event of the PGA TOUR Playoffs for the FedEx Cup.

We are happy to mark our fifth year as a partner of this great tournament and are always inspired by the level of competition and quality of play exhibited by these 70 players. Just as they strive each year to refine their skills and improve their performance, we too at BMW are committed to constantly improving the performance and efficiency of our vehicles. In the past year alone we have unveiled the first fully electric BMW, the ActiveE, and introduced several new innovations in our vehicles that make them not only the most powerful and enjoyable to drive but more environmentally friendly as well.

As you know, in addition to providing us with a thrilling week of golf, the BMW Championship is also an opportunity for us to give back and invest in the future. All proceeds from the BMW Championship are donated to the Evans Scholars Foundation, which provides full tuition and housing to deserving caddies, affording thousands of bright, hardworking young men and women the opportunity to realize their college and professional dreams. Since the inception of the BMW Championship in 2007, we have proudly raised more than \$9 million for the Evans Scholars.

In conjunction with this year's event, we have scheduled several exciting events during Tournament Week in which we invite you to participate:

### **Autobahn Driving Experience**

On Tuesday, September 13th you are invited to race various BMW vehicles – including an array of high performance BMW M models – alongside the PGA TOUR pros at the Autobahn Country Club Racetrack in Joliet, IL. We will host two sessions, from 1:00 p.m. – 3:00 p.m. and 4:00 p.m. – 7:00 p.m. and provide transportation to and from Cog Hill for your convenience. BMW American Le Mans Series race car driver Joey Hand will provide driving instruction at the event, which will benefit the Evans Scholars Foundation with a monetary donation based on the number of laps completed by racers.

### **Media Reception**

As a thank you for attending the BMW Championship, we will host a special reception exclusively for the media following play on Thursday, September 15th. An invitation with more details will follow.

### **Notre Dame / Michigan State Viewing Party**

After the third round of play on Saturday, September 17, we will host a viewing party of the Notre Dame / Michigan State football game at Cog Hill. Beginning at 2:00 p.m. entrance to Cog Hill will be free to the general public and the game will be shown on giant screens at the 18th Hole Pavilion and the BMW Experience Biergarten.

### **BMW 650i Convertible Test Drives**

Throughout the week, we will be scheduling test drives of the newly redesigned 2012 BMW 650i Convertible. With a 4.4-liter, TwinPower Turbo V-8 engine and 400 hp, the BMW 650i is a car you need to experience for yourself. The BMW 650i convertible is also part of our hole-in-one challenge this year and will be awarded to any player who hits a hole-in-one on the 14th hole during tournament play.

If you have any questions or are interested in taking one of our Ultimate Driving Machines out on the Autobahn racetrack or scheduling a test drive of the newly redesigned BMW 650i convertible, please contact me at 201-594-3360 (office), 201-370-5134 (cell) or [stacy.morris@bmwna.com](mailto:stacy.morris@bmwna.com); or my colleague Phil Dilanni at 212-843-8323 (office), 917-418-1782 (cell) or [pdilanni@rubenstein.com](mailto:pdilanni@rubenstein.com) to register.

We hope you will take advantage of these events and all aspects of the BMW Championship – from the exceptional performances of the world's top professional golfers to the Bavarian biergartens we have set up around the course.

I look forward to seeing you at the course and on the track.

Best regards,

Stacy Morris  
Marketing Communications Manager  
BMW of North America