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**BMW and Sports:  
A Commitment to Performance, Precision and Excellence**

**Lemont, IL – September 12, 2011...** BMW has a long standing commitment – globally and in the U.S. – to performance-driven sports. Within Motorsports, BMW of North America is currently campaigning the M3 GT2 in the American Le Mans Series and this season its racing stands at the top of every GT championship category and is looking to add the driver title to the Manufacturer and Team championships won in 2010.

As part of its deep commitment to the Olympic Movement, BMW is the Official Mobility Partner of the U.S. Olympic and Paralympic Teams through the 2016 Olympic Games. This commitment also includes partnerships with U.S. Speedskating, USA Bobsled & Skeleton, USA Swimming and USA Track & Field. In addition to its financial support of Team USA, BMW is also applying its engineering expertise to advance the training and performance goals of the Olympic and Paralympic athletes of Team USA.

For more than 25 years, BMW has been an active member of the international golf community – supporting, hosting and participating in a variety of professional and amateur tournaments around the world.

BMW hosts the following professional golf tournaments and events:

- **BMW Championship**

The BMW Championship is the third of four tournaments in the PGA TOUR Playoffs for the FedExCup. The tournament is part of a partnership between BMW, the Western Golf Association and the PGA TOUR. All proceeds from the BMW Championship 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.

- **PGA TOUR Playoffs for the FedExCup**

In addition to its entitlement of the BMW Championship, BMW is also proud to be the Official Vehicle of all the PGA TOUR Playoff events: The Barclays, Deutsche Bank Championship and the TOUR Championship by Coca-Cola.

- **BMW Charity Pro-Am**

Now entering its 12<sup>th</sup> year, the BMW Charity Pro-Am – one of the Nationwide Tour's most successful events – gives amateurs and VIPs a chance to play with professional golfers. VIPs who participate donate their prize money to charity. In 2011 the BMW Charity Pro-Am generated \$652,070 bringing their eleven-year charitable distribution to more than \$8.6 million and assisting more than 150 charities in Upstate South Carolina and Western South Carolina.

- **BMW PGA Championship**

The BMW PGA Championship played at Wentworth near London, England is the European PGA Championship. The West Course is among the most prestigious golf courses in the world. The tournament is part of a partnership with BMW and the PGA European Tour.

- **BMW International Open**

Held in Germany, the BMW International Open, is one of the top events on the European Tour. For the 15th successive year, the BMW International Open was staged at the Golfclub München Eichenried course on the outskirts of Munich.

- **BMW Italian Open**

The BMW Italian Open in Royal Park I Roveri, near Turin, is one of the most historic tournaments in Europe. 2011 marked the third year of a partnership between BMW and the PGA European Tour surrounding this tournament.

Underscoring its commitment to the development and long term growth of the game of golf, BMW is also proud to be the world's leading supporter of amateur golf. The **BMW Golf Cup International** is the largest and most respected series of amateur tournaments in the world with over 100,000 participants in more than 40 countries.

BMW is also the “Official Car” of the European Tour and an impressive range of professional tournaments around the globe, including **The 2012 Ryder Cup**. Through these partnerships, BMW aims to build on its commitment to golf at some of the world’s premier golf events.

### **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](http://www.bmwgroupna.com). Consumers can also follow BMW of North America at [www.facebook.com/BMWUSA](https://www.facebook.com/BMWUSA). Additional BMW Championship information, videos and photos are available at [www.bmwusanews.com/BMWChampionship](http://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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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