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Contact: Stacy Morris
Corporate Communications Manager, Marketing & Culture
BMW of North America, LLC
(201) 370-5134 / stacy.morris@bmwna.com

2014 BMW Championship Earns PGA TOUR's Tournament of the Year Honor for 3rd Consecutive Year.

Woodcliff Lake, NJ – November 24, 2014... For an unprecedented third year in a row, the BMW Championship was named the PGA TOUR's Tournament of the Year at the TOUR's Tournament Meetings on Thursday, Nov. 20, in La Quinta, California.

The award was one of three earned by the 2014 BMW Championship, which also won the "Best On-Site Staging" and "Best Advertising Campaign/Promotional Idea" awards for this year's tournament at Cherry Hills Country Club in Cherry Hills Village, Colorado.

Conducted by the Western Golf Association, the 2014 BMW Championship continued to raise awareness and support for the Evans Scholars Foundation, the WGA's 84-year-old sister organization which has been sending caddies to college since 1930.

The penultimate event in the FedExCup Playoffs, the BMW Championship was one of the top attended tournaments on the PGA TOUR in 2014, attracting more than 125,000 spectators to Cherry Hills Country Club outside Denver.

"On behalf of the PGA TOUR, I am delighted to congratulate the BMW Championship for the special recognition it has received with these three awards," said Andy Pazder, PGA TOUR executive vice-president and chief of operations. "The tournament staff should be extremely proud of its hard work and for being recognized as the PGA TOUR Tournament of the Year for the third consecutive season."

Benchmarks achieved by the BMW Championship in 2014 – in the areas of revenue growth, charity integration, event advertising, host club and community support, title sponsor integration and player and caddie hospitality – were all significant factors in the event being named Tournament of the Year, TOUR officials said.

Billy Horschel won the BMW Championship en route to winning the TOUR Championship and the 2014 FedExCup.

The 2012 BMW Championship, held at Crooked Stick Golf Club in Carmel, Indiana, and the 2013 BMW Championship, held at Conway Farms Golf Club in Lake Forest, Illinois, also earned TOUR Tournament of the Year honors.

“The Western Golf Association goes to great lengths each year to ensure the BMW Championship is a great experience for players, caddies, our corporate partners and, most of all, golf fans,” said WGA Senior Vice President of Tournaments Vince Pellegrino. “To have that effort recognized by the PGA TOUR is truly humbling, both for the WGA and for our title sponsor, BMW of North America, with whom we have had a strong partnership for the last eight years.”

The BMW Championship also was named Tournament of the Year in 2008, when Bellerive Country Club in St. Louis hosted the event.

BMW leveraged its sponsorship in numerous ways, by providing BMW owners many exclusive benefits such as complimentary tickets, private parking and shuttle transportation in the new all-electric BMW i3, personal concierge service, premier hospitality in the BMW Owners’ Pavilion, featuring some of the best views of the course and live viewing opportunities in the Golf Channel Studio.

In addition, tournament patrons were treated to a 10,000-square-foot BMW Experience exhibit area featuring unique interactive experiences and a variety of new BMW models on display, as well as, premium concession and merchandise areas, the TOUR noted.

“We are honored that the BMW Championship has earned the recognition of the TOUR’s “Tournament of the Year” for the third consecutive year,” said Trudy Hardy, Vice President, Marketing, BMW of North America. “With each tournament it is our goal to provide the ultimate premium experience to golf fans, our BMW owners and dealers across the U.S. and receiving this recognition is validation we are delivering on that promise.”

The WGA also succeeded in its multi-tiered integration of the tournament’s charitable mission, the TOUR said. For example, current Evans Scholars and Alumni – many of whom

graduated from college decades ago - served as caddies in the Monday and Wednesday Pro-Am events - and donated their tips to the Evans Scholars Foundation.

Current and past Evans Scholars also greeted fans at the tournament entry gates and provided information about the program.

Corporate hospitality sales were highly successful thanks in part to Corporate Supporter Workshops leading up to the tournament. Prior to the event, tournament sales and support teams scheduled a private venue walk-through with individual corporate hospitality customer representatives. During the tournament, each venue was staffed with hospitality liaisons to ensure all needs were met.

Players had the opportunity to test drive some of BMW's newest vehicles throughout the week, including the all-new BMW i8. BMW also staged a table tennis exhibition for PGA TOUR players to challenge members of the USA Table Tennis Team.

The 2015 BMW Championship is set for September 14-20 at Conway Farms Golf Club outside Chicago.

BMW Group In America

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