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**BMW launches #DRIVETOGLORY campaign to kick off one-year
countdown to the 2020 Ryder Cup at Whistling Straits in Kohler, WI.**

- **BMW is a Worldwide Partner of the prestigious international golf competition between the USA and Europe, which will take place from September 22 to 27, 2020.**
- **The #DRIVETOGLORY campaign launches with European captain Padraig Harrington at the iconic Wentworth Club, headquarters of the European Tour, the Managing Partner of Ryder Cup Europe.**

Woodcliff Lake, N.J. – Sept. 25, 2019... The opening matches of the 2020 Ryder Cup will tee off in exactly 365 days at Whistling Straits in Kohler, WI. BMW, a worldwide partner of the Ryder Cup, will mark the countdown to the largest golf tournament in the world under the campaign slogan #DRIVETOGLORY at the Ryder Cup Year to Go celebration next week.

For the first time, qualification for the European Ryder Cup team began at the 2019 BMW PGA Championship at England's prestigious Wentworth Club, where it will also end in 2020. Qualifying for the U.S. Ryder Cup Team began at the 2019 WGC-Mexico Championship in February and will conclude at the 2020 BMW Championship next August in Chicago.

During the #DRIVETOGLORY journey, Worldwide Partner BMW will deliver the Ryder Cup Trophy to remarkable milestones connected to the rich history of The Ryder Cup.

"The Ryder Cup is unlike any other golf tournament – the prestige, emotions and interest around the world makes it unique. As a global golf partner for three decades, BMW is proud to be Worldwide Partner of the Ryder Cup for the first time next year," said Stefan Ponikva, Head of Brand Experience, BMW. "#DRIVETOGLORY gets to the heart of what lies at the core of the Ryder Cup, and what makes it so fascinating. We are looking forward to the journey, which

began with European Ryder Cup team captain Padraig Harrington at Wentworth, and which will culminate in another spectacular battle between the hosts from the U.S.A. and Ryder Cup Europe at Whistling Straits.”

The U.S. Ryder Cup Team is attempting to win its second consecutive Ryder Cup on American soil. The European Ryder Cup team handed the Americans a decisive victory at Le Golf National outside of Paris, France in 2018.

The four Captain’s picks for the U.S. Ryder Cup Team will be announced on September 1 or 2, 2020. The three Captain’s picks for the European Ryder Cup team will be announced at the conclusion of BMW PGA Championship on September 13, 2020.

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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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 149 BMW motorcycle retailers, 122 MINI passenger car dealers, and 38 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.

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

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