

BMW Group

U.S. Press Information

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Contact: Phil Dilanni
BMW of North America, LLC
phil.dilanni@bmwna.com

All roads lead to Rome: Watch the 2023 Ryder Cup Broadcast Live in Select BMW Models.

- As a Worldwide Partner of the 44th Ryder Cup, BMW Enables Live In-Car Broadcasts of Tournament Play.
- 31-Inch Panoramic Theatre Screen in the New BMW 7 Series Provides Unmatched Viewing Experience.

Woodcliff Lake, NJ – September 20, 2023... The attention of the golf world will turn to Italy next week, as the 44th Ryder Cup is played at Marco Simone Golf & Country Club, near Rome, Italy from September 25 – October 1. For the first time ever, BMW will stream every stroke of tournament play live in select models.

Passengers in the new BMW 7 Series will feel like they are right there on the fairways and greens as they watch on the BMW Theater Screen – a 31-inch panoramic display, which extends down from the roof lining, offering 8K resolution and transforming the rear of the vehicle into an exclusive private theater on wheels. Thanks to the on-board 5G-enabled antenna, BMW customers will benefit from the best-possible streaming speeds.

“The Ryder Cup is associated with unique emotions and great prestige – there is no other golfing event like it,” says Stefan Ponikva, Vice President BMW Brand Communication and Brand Experience. “The same is true of BMW vehicles, particularly the BMW 7 Series. The exclusive opportunity to combine sheer driving pleasure with the emotions of the Ryder Cup combines all this with the BMW Group’s aspiration to rethink the digital experience both inside and outside the car and to create innovative worlds of experience.”

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwgroupna.com



The free live broadcasts and a wide range of additional on-demand content can also be viewed on the front-seat BMW Curved Display of the BMW 7 Series, and select BMW iX, BMW X5, BMW X6, BMW X7, and BMW XM models when the vehicle is stationary. Streaming on the BMW Theatre Screen is possible for rear-seat passengers while the vehicle is in motion.

Established in 1927, the biennial competition pits 12 of the top professional golfers from the United States and Europe against each other in a head-to-head match play competition and has become one of the world's greatest sporting events, captivating an audience of millions around the globe. BMW has been involved in the Ryder Cup since 2006, this year assuming the role of Worldwide Partner for the second time.

As part of the partnership, BMW also provides a fully electric fleet of 180 vehicles for use of the players and event teams throughout the week, contributing to the smooth operation of the Ryder Cup.

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BMW Group In America

BMW (US) Holding, Corp. is the shareholder of BMW of North America, LLC, which 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/USA, Inc., a strategic design consultancy based in California; a technology office in Silicon Valley 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 as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 147 BMW motorcycle retailers, 104 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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