

BMW Group

U.S. Press Information

For Release: September 26, 2025

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

Luke Parker
BMW of North America, LLC
luke.parker@bmwna.com

BMW Drives Excellence as Worldwide Partner of the 2025 Ryder Cup at Bethpage Black.

- BMW's global partnership exemplifies nearly two decades of support for one of golf's most storied traditions.
- The all-new BMW iX3 continues its U.S. launch tour on display at the 14th tee box following debuts in Munich and New York City earlier this month.
- Premium fan experience includes BMW shuttle service, interactive product displays, and exclusive giveaways plus Ryder Cup Live Fan Zone at Rockefeller Center.
- BMW Owners can stream live Ryder Cup action in-car via the DTS AutoStage App with NBC on Select BMW models with Operating System 8.5 or 9.

Woodcliff Lake, NJ – September 26, 2025... BMW returns as Worldwide Partner for the ultimate faceoff in golf this week during the 45th Ryder Cup at the Black Course of Bethpage State Park in Farmingdale, NY. Contested September 26-28, the legendary biennial team competition pits twelve of America's top players against twelve of the best pros from Europe in a high stakes match play battle. Revered for its display of drama, camaraderie, and sportsmanship, the Ryder Cup delivers an electrifying fan experience that is unparalleled across the golf world. The excitement behind the ropes is just as strong as the energy on the course, making this year's event the perfect platform to support one of the brand's most important launches in history—the all-new BMW iX3, fresh off its World Premiere at the IAA Mobility in Munich earlier this month.

Wednesday's opening ceremony set the stage for a thrilling Ryder Cup weekend, known for its passion and intensity. Across three days, 28 matches will be played—four Foursome and four Fourballs on Friday and Saturday, followed by twelve Singles on Sunday. Europe, led by Luke Donald, needs 14 points to retain the trophy. Keegan Bradley's U.S. team needs 14.5 and will look to home course advantage to help break Europe's hold.

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
200 BMW Drive
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwgroupna.com

For nearly twenty years, BMW's partnership with the Ryder Cup has demonstrated its longstanding connection to golf at the highest level—a relationship defined by a shared commitment to precision, performance, and excellence. A fleet of more than 200 BMWs will provide premium shuttle service for players, guests, and event officials throughout the week. Fans of golf and the Ultimate Driving Machine will also get a firsthand look at BMW innovation and design through interactive brand displays across Bethpage Black including dueling BMW 7 Series models custom designed by American captain Keegan Bradley and European captain Luke Donald.

Additionally, on the heels of its North American debut in New York City earlier this week, the all-new, BMW iX3 will be highlighted on the 14th tee. The first model of BMW's groundbreaking next-generation Neue Klasse previews the future of BMW design, technology, and driving dynamics and ushers in an entirely new era for the Ultimate Driving Machine. The BMW iX3 will arrive in U.S. showrooms toward the middle of next year. In the two years following, BMW will launch 40 new or refreshed models featuring the attributes of the Neue Klasse.

BMW's journey with the Ryder Cup began in 2006 when it was named Official Car Partner at the K Club in Ireland. The company has maintained a strong presence at each Ryder Cup ever since, both in Europe and the United States. With the American team defending their home turf against a formidable European lineup this year, all eyes will be on Bethpage Black and BMW will be there every step of the way. In between the action on the fairways and greens, guests will be encouraged to showcase their own skills by joining BMW for a unique driving range challenge near the main entrance. Winners will walk away with BMW ball markers, same-day hospitality upgrades, and even the Ultimate Stay & Play golf getaway to Sea Island Resort in Georgia if they're able to hit the 150-yard target.

BMW Owners can catch all the Ryder Cup action live from their vehicles courtesy of NBC. This viewing experience is offered in models running BMW Operating System 8.5 in combination with Connected Drive Professional* (excluding the BMW 2 Series Coupé, BMW 3 Series, and BMW 4 Series) and in vehicles with BMW Operating System 9 paired with BMW Digital Premium. The Ryder Cup will also come to life off the course at the iconic Rockefeller Center in Manhattan, with an official Fan Zone area presented by BMW offering a VIP viewing and lounge area.

Over the past 50 years, BMW has demonstrated a lasting commitment to the game of golf. In addition to the BMW's support of the Ryder Cup, the company has been the title partner of The BMW Championship for nearly two decades. Since 2007, The BMW Championship has helped raise over \$60 million on behalf of the Evans Scholars Foundation, and has provided the opportunity for

more than 4,000 young caddies to attend college. Together, these efforts leave a lasting impact on both the sport of golf and BMW enthusiasts alike.

#

BMW Group in the United States.

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled more than 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 351 BMW retailers, 143 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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

#