



**BMW of North America to Host the 2012 BMW Championship
at Crooked Stick Golf Club in Carmel, IN, for the First Time**

Carmel, IN – June 4, 2012... The world's top professional golfers will converge on The Hoosier State in September to play in the 2012 BMW Championship, the penultimate event in the PGA TOUR Playoffs for the FedExCup. Crooked Stick Golf Club in Carmel, IN, will host the top 70 PGA TOUR players from September 3–9.

All proceeds from the BMW Championship will continue to benefit the Evans Scholars Foundation, which provides full college tuition and housing grants to deserving young caddies. Since 2007, the BMW Championship has raised more than \$11 million for the foundation.

"We're looking forward to hosting a great event for the people of Indiana and for golf fans around the world," said Dan Creed, Vice President, Marketing, BMW of North America. "Equally important to us is that all proceeds will continue to benefit the Evans Scholars Foundation, giving even more young caddies the opportunity to pursue higher education."

In addition to supporting the Evans Scholars Foundation through the BMW Championship, BMW of North America, LLC also provides a summer internship program for Evans Scholars to work for BMW, offering them invaluable insight into their future careers.

As in previous years, BMW will also provide a full four-year Evans Scholarship in the name of the first player who hits a hole-in-one on any hole during the tournament.

"The support of BMW affords us the tremendous opportunity to award the gift of a college education to deserving caddies," said John Kaczowski, WGA president and CEO, adding that the WGA supports 830 Evans Scholars at 19 universities. "With the tremendous support we've received from our host club, Crooked Stick, and the greater Indianapolis community, we hope to donate more than \$2 million in proceeds to the Evans Scholars Foundation through the 2012 BMW Championship."

Daily Practice Round tickets to the BMW Championship are \$20 and Daily Championship Round tickets are \$75. Weekly ticket books are available to purchase in advance for \$195. Juniors 16 and under are admitted free when accompanied by a ticketed adult. General parking is complimentary and included in the ticket price. Additionally, with the presentation of a valid veteran/military ID,

active or retired military personnel will receive free admission to the BMW Championship on any day of the tournament.

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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 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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 113 MINI passenger car dealers, and 32 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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Evans Scholars Foundation: Created in 1930, the Evans Scholars Foundation has been managed since its inception by the Western Golf Association. To date, the foundation has offered more than 10,000 college scholarships to golf caddies, and during the 2012-2013 academic school year 830 caddies will be attending college on Evans Scholarships, receiving tuition and housing benefits totaling more than \$11 million.

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