

## **Haelena Schwemmer of O'Fallon, MO Named the Recipient of the 2010 BMW Hole-In-One Scholarship at the 2011 BMW Championship**

**Woodcliff Lake, NJ – September 17, 2011...** BMW today announced that Haelena Schwemmer of O'Fallon, Missouri was named the recipient of the 2010 BMW Hole-In-One Scholarship, which was awarded thanks to PGA TOUR player Sean O'Hair's perfect shot on the 211- yard par 3 third hole at the 2010 BMW Championship. A caddy at the Persimmon Woods Golf Club in Weldon Spring, Missouri, Schwemmer recently entered her freshman year at the University of Missouri in Columbia.

The BMW Hole-In-One scholarship promotion grants a four-year Evans Scholarship in honor of any player to score the first hole-in-one on any hole during the BMW Championship, the penultimate event of the PGA TOUR playoffs for the FedExCup.

All proceeds from the BMW Championship benefit the Evans Scholars Foundation, one of the nation's largest privately funded college scholarship programs, providing full university tuition and housing grants to deserving young caddies. Since BMW became a presenting sponsor of the tournament in 2007, the BMW Championship has raised over \$9 million for the Evans Scholars Foundation.

Schwemmer was at the BMW Championship today to meet O'Hair following the third round of play and was presented with an autographed pin flag from last year's tournament.

"Thanks to BMW and the Evans Scholars Foundation, I've had the chance to start my college career on a wonderful note, and fulfill my dream of earning a degree in mechanical engineering," said Schwemmer.

Haelena loves cars and building things, and envisions building fuel-efficient cars as her dream job. An excellent golfer, she has earned the top spot in her age division three times at the Missouri Women's Golf Association Junior Championship and was Class I Division State Champion in 2009.

"BMW is honored to be involved in helping Haelena Schwemmer and other Evans Scholars like her achieve their dreams and education goals," said Jim O'Donnell, President of BMW North America. "The impact we can have on their lives is immeasurable, which is why BMW's commitment to the BMW Championship and the Evans Scholars Foundation is so important."

BMW couples its support for the BMW Championship and the Evans Scholars Foundation with a summer internship program that invites Evan Scholars to work for BMW, offering them invaluable insight into their future careers after graduation. The program returned this past summer with two new BMW Evans Scholars interns joining the BMW team.

Created in 1930, the Evans Scholars Foundation started with two Northwestern University students and today is managed by the Western Golf Association. To date, the foundation has offered more than 10,000 college scholarships to golf caddies. During the 2010-2011 academic school year, 825 caddies will be enrolled in college receiving tuition and housing benefits, totaling more than \$11 million.

### **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<sup>™</sup>. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle<sup>®</sup> centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 30 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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