



Media Information
4th March 2021

Major tournament, BMW Ladies Championship and Scandinavian Mixed premiere: BMW strengthens involvement in ladies golf.

- **BMW celebrates debut as Official Partner at a Ladies Major, The Amundi Evian Championship (22nd to 25th July, Evian Resort Golf Club, France).**
- **BMW Ladies Championship (21st to 24th October, LPGA International Busan, South Korea) is one of the most prestigious tournaments in Asia, the heartland of women's golf.**
- **Major winners Henrik Stenson and Annika Sörenstam present the innovative Scandinavian Mixed (10th to 13th June), where women and men will compete against one another with joint standings in a professional tournament for the first time.**

The BMW global involvement in professional golf will include a strengthened presence in ladies golf for the 2021 season. In addition to holding the second edition of the top-level BMW Ladies Championship in South Korea, BMW will be partnering at a Ladies Major for the first time – the Amundi Evian Championship – and at another first in the world of professional golf, at the Scandinavian Mixed Hosted by Henrik & Annika, where women and men will be competing for one prize fund and one trophy.

Swedish Major winners Annika Sörenstam and Henrik Stenson will host the innovative competition co-sanctioned by the European Tour and Ladies European Tour in June. Vallda Golf and Country Club in Sweden will see 78 women and 78 men battle for victory on the same course. Distribution of prize money will be based solely on the final placings. Points for the season-long competitions (Race to Dubai, Race to Costa Del Sol) and the world rankings will be assigned using separate standings for women and men. BMW is supporting the premiere for this future-oriented tournament format as Official Partner.

Guy Kinnings, Deputy CEO and Chief Commercial Officer of the European Tour, said: "BMW has been a pioneering supporter of golf globally for the past 30 years. They share the European Tour's commitment to innovation so we are delighted they will be a partner of the Scandinavian Mixed hosted by Henrik and Annika, which will see men and women compete against each other for the same trophy, on the same golf course, for the same prize fund."



One month later, the elite players from the world of women's golf will be competing in the fourth Ladies Major of the year at Lake Geneva. The Amundi Evian Championship does not just boast a spectacular field. Nestling at the foot of the Alps, the Championship Course in the Evian Resort Golf Club is regarded as one of the most attractive golf courses in Europe, with a challenging layout that demands strategic and precise play. BMW is celebrating its debut as Official Partner at this Major, as it was not possible to hold the tournament last year.

South Korea is the dominant force in ladies golf. It is therefore no surprise that the public is so looking forward to the only LPGA event in this country, the BMW Ladies Championship. The top-class field and exhilarating location attracted more than 70,000 spectators to the tournament at the LPGA International Busan in 2019. It was also not possible for the BMW Ladies Championship to take place last year, meaning that the success story will now continue this October.

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