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BMW PARTNERS WITH THE HO TRAM OPEN.

World’s leading luxury carmaker commits to ‘Asia’s Grandest Stage’.

HO TRAM, Vietnam. Oct 27th 2015. Euro Auto – the authorized importer of the BMW Group in Vietnam, today became the official automotive partner of the Ho Tram Open.

1. Ho Tram Open Tournament.

The Asian Tour-sanctioned professional golf tournament, which takes place Dec. 3-6 at the acclaimed Greg Norman-designed Bluffs Ho Tram Strip on Vietnam’s south-central coast, is one of the most hotly anticipated sports and social occasions on this year’s regional entertainment calendar, with ticket downloads already surging.

The vision to create ‘Asia’s Grandest Stage’ has struck a chord with many domestic and international businesses.

In recent weeks, the event, has secured playing commitments from some of the biggest names in the game, including world No. 10 Sergio Garcia and 2016 European Ryder Cup Captain Darren Clarke.

The star-studded lineup also features winners of major championships and other high-profile events. Chief among them: Geoff Ogilvy, Thomas Bjorn and Robert Rock, The Bluffs’ touring professional and brand ambassador.

Local hopes rest with the talented and beloved Michael Tran, who has been earmarked as one to watch from Vietnam’s crop of rising youngsters following his recent and impressive victory in Indonesia.

“The Ho Tram Open and the players competing stand for precision and passion -- the very same qualities we strive for in our cars,” said Mr. Horst Geicke – Member of the Board of Euro Auto, an avid golfer himself. “It’s going to be a fantastic week, and it’s one I can’t wait for.”

The Ho Tram Open will showcase a range of BMW models, including the new and extremely coveted – The all new BMW 7 Series. As well, an interactive spectator village will enable the general public to get up close and personal with some of the latest innovations from the German automaker.

For more information about the Ho Tram Open including player bios and sponsorship options, visit www.hotramopen.com.

2. BMW & Golf.

BMW is one of the world’s major supporters of golf. For more than 30 years, BMW has been associated with this exhilarating and absorbing sport.

The BMW Golf Cup International continues to attract players from around the world who are passionate about both the BMW brand as well as the sport itself. The BMW Golf Cup was held to provide an unmatched and unforgettable experience for all participants as well as to give amateur golfers the chance



With around 100,000 amateur golfers, the BMW Golf Cup International is not only the most renowned and largest international tournament series for amateurs. The competition also marked the start of the BMW Golfsport commitment, which has seen BMW develop into one of the largest and most reliable golf partners in the world.

Today, more than 25 years later, it is clear to see how this tournament series has developed. In Germany alone, approximately 15,000 golfers compete in the qualification tournaments for the World Final. Roughly 100,000 amateur golfers from about 50 countries compete around the world.

3. Partnership between BMW & Ho Tram Strip.

BMW to be the “Exclusive Automotive Partner” for the golf tournament known as **Ho Tram Open 2015** and continuously for the second year of 2016, and the third year of 2017 tournaments.

For The Ho Tram Open, the courtesy-car roster will comprise BMW 5 Series and X5 vehicles, which will be used to transfer players, VIPs, sponsors and guests to the host venue: The Ho Tram Strip, a five-star, luxury casino resort two hours southeast of Ho Chi Minh City.

What’s more, the event has committed to a BMW owners’ lounge, where owners can enjoy complimentary tea, coffee and snacks, and a bird’s-eye view of the amphitheater-style 18th green.

“BMW is the world’s most reputable company in the world and one of golf’s greatest supporters,” said **Mr. Ben Styles, Vice President of Golf & Residential for The Ho Tram Strip**. “We have committed to creating one of world golf’s most memorable events, and to have an iconic brand behind us will help us put the Ho Tram Open on golf’s world stage.”

“Golf in particular provides an exceptional platform for BMW and in Vietnam, we are proud to provide our luxury BMW cars for golfers at this tournament,” said **Mr. Nguyen Dang Thao, The new CEO of Euro Auto**, the authorised importer of BMW brand in Vietnam. “In addition to domestic and international media reach, we get to engage directly with our customers and reward them through hospitality. That includes exclusive activities such as the pro-am and the post-event sponsors’ day. It really gives us some powerful assets.”

4. Further information

About Euro Auto.

Euro Auto is the official and authorized importer of BMW Group in Vietnam. We provide Vietnamese customers with renowned BMW cars and related services, thereby catering to a growing demand for premium brands in Vietnam.

Vietnam is one of the most important growth markets for the BMW Group in the region. Therefore we strengthen our market position by constantly developing the sales and service network to meet current and future demand.

To serve the growing number of BMW in Vietnam, we offer a wide range of products from luxury sedans, perfect for travelling in style and comfort (1 Series, 3 Series, 5 Series, 7 Series), MPV (2 Series Active Tourer) to Premium SUV, which cater to a diverse number of lifestyles. (X1, X3, X4, X5, X6). In addition, we offer a range of sophisticated coupes, convertibles, roadsters (4 Series, Z4, 6 Gran Coupé, 3GT, 5 GT), high performance BMW M and BMW Individual. In-line with BMW AG’s policy, all BMW models are now applied 6 year Warranty & Maintenance. Last but not least, BMW customers enjoy the unique and pioneer customer care activity that Euro Auto has delicately offered to BMW customers – The valet parking service (South: 0983276276/ North: 01234 336 888).



About ACDL.

Asian Coast Development (Canada) Ltd. (ACDL) is an international development company specializing in integrated resort destinations. ACDL, through its wholly-owned subsidiary Ho Tram Project Company Ltd, is the developer of the Ho Tram Strip, a group of integrated resorts and residential developments located on more than 400 acres of land fronting more than two kilometers of pristine beach in Ho Tram, Vietnam and approved in an Investment Certificate issued by the Government of Vietnam. With a focus on providing a personalized blend of excitement and relaxation, the Ho Tram Strip will feature something for everyone, from lavish entertainment to premium shopping and exceptional recreational facilities.

The first phase of its development – The Grand Ho Tram Strip – opened its doors in 2013 and includes a 541 room five-star hotel, a world-class entertainment facility, restaurants, high-tech meeting space, an exclusive VIP area, a championship golf course, as well as a variety of beachfront recreation activities. The Ho Tram Strip is one of the region's largest integrated resort projects with major future development phases including an additional 559 rooms and further leisure amenities that will complete The Grand Ho Tram Strip.

Adjacent to The Grand, the 18-hole Greg Norman designed Championship golf course – The Bluffs – opened for play in October 2014. Future developments at the site will include a residential offering, a second integrated resort similar in size and scale to The Grand, and three additional five-star resorts.

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More information, please refer:

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