

15 September 2015



\$1,000,000 for the BMW NZ Derby

The Auckland Racing Club is pleased to make two significant announcements surrounding the Group 1 BMW NZ Derby. In 2017, the BMW NZ Derby stake will increase to \$1,000,000 adding an additional \$250,000 to the current stake of \$750,000, for the 141st running of this great race. The co-funding venture between New Zealand Thoroughbred Racing and the Auckland Racing Club to increase the stake is an exciting announcement for the NZ Racing Industry.

One glance at the names on the Roll of Honour, which include Bonecrusher, Silent Achiever, Jimmy Choux and 2015 winner Mongolian Khan, shows the quality of horse that has previously won New Zealand's pinnacle three-year-old event. The Club and New Zealand Thoroughbred Racing felt that by increasing the NZ Derby stake it would reflect the races stature, help to retain the local Three Year-Old talent and potentially attract an international presence to the race.

The Auckland Racing Club is also delighted to announce that BMW have taken over the naming rights for the Group 1 NZ Derby. The 2016 race, to be run on Saturday 5 March, is to be known as the Group1 BMW NZ Derby.

Following their successful involvement in Auckland Cup Week 2015 as the sponsors of the Group 3 BMW Mr Tiz Trophy and BMW Silver Salver, BMW have increased their involvement for 2016. BMW are already a dominant brand in the racing industry through their Australian involvement in both the BMW Australian Derby and now the BMW Caulfield Cup. Therefore it seems a very natural fit for BMW to be associated with New Zealand's crowning glory, the BMW NZ Derby.

The Club is thrilled to be able to offer BMW a race so befitting to the brand. BMW is renowned for producing the world's leading premium vehicles; the NZ Derby is renowned for producing champions.

Cameron George, Auckland Racing Club CEO says "The Auckland Racing Club is both privileged and pleased to announce our partnership with BMW. The quality of their brand is exactly what fits so well with the tradition and quality of a race like the Group 1 NZ Derby".

"To coincide our BMW partnership announcement with the Auckland Racing Club increasing the NZ Derby Stake in 2017 to \$1,000,000 is very exciting. We have worked strategically behind the scenes to generate commercial opportunities to benefit the New Zealand racing industry and to see it unfold as per our long term plan is exciting. We hope to make more announcements in the coming weeks which will see more direct benefits for industry stakeholders who choose to race at Ellerslie".

Managing Director of BMW New Zealand, Florian Renndorfer says "BMW enjoyed a memorable debut in 2015 and it was an opportunity for us to showcase the incredible new BMW i8, itself a thoroughbred champion in the automotive world, which delivered Lance O'Sullivan and the Mr Tiz trophy to the birdcage,"

"The partnership is a very exciting and dynamic fit, as horse racing is a sport in which speed and precision are key to success, qualities which are mirrored in the range of Ultimate Driving Machines available from BMW."

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