



Volvo World Match Play Championship

ALGARVE TOURISM TO PARTNER 2014 VOLVO WORLD MATCH PLAY CHAMPIONSHIP

9th July

The Algarve was announced today as the Official European Golf Travel Destination for the 2014 Volvo World Match Play Championship.

The Championship is taking place in the UK for the first time since 2007 and will be held at the London Golf Club in Kent. The UK is a key market for the Algarve; therefore the Algarve identified the prestigious Volvo World Match Play Championship as the ideal platform to promote the Algarve's golfing credentials to the UK's golfers.

Carlos Luís, President of *Associação Turismo do Algarve* explained, "We are delighted to be partnering with the Volvo World Match Play Championship. The UK golf market is very important to us and we believe the Championship will provide a great vehicle for us to communicate both with the crucial UK golf market and also with the global television golf audience of over half a billion who will watch the Championship."

The return of the event to UK soil in its 50th anniversary year will certainly create an exciting atmosphere as a high quality 16-man field including defending champion, Graeme McDowell and World Number two, Henrik Stenson, tackle the head-to-head format which captured the public's imagination when Arnold Palmer won the inaugural title at Wentworth Club in 1964.

About the Algarve Tourism

ATA – Associação Turismo do Algarve is a legal person appointed by Turismo de Portugal to promote the region overseas.

Algarve, Europe's nr 1 Golf Destination

Perfection is a difficult thing to find these days, no matter what you may be looking for and for golfers in search of the perfect spot for a golf getaway, the situation is no different.

There are of course exceptions to this generalization and the most notable among these is Portugal, this charming country's southernmost region of The Algarve, home to almost half of Portugal's entire golf inventory, with over 41 extraordinarily high quality courses, many ranked among Europe's very best.



The setting is as close to perfect as this world is able to provide; a 150-mile long stretch of one of Europe's most enticingly attractive coastlines with spectacular beaches, picturesque rocky coves, grottoes and quaint fishing villages. There are bustling resort towns with every attraction a visitor could wish for. There's something to suit every taste and budget!

The Algarve - perhaps the perfect destination for any golf aficionado, intent on experiencing the best the game has to offer.

We hope to welcome you to our wonderful region very soon!

www.visitgolfalgarve.com

Volvo in Golf

For more than a quarter of a century, Volvo In Golf has been an ever-growing and powerful presence in world sport. Since joining forces with the European Tour in 1988, the company has regularly refreshed and re-invigorated its events, and so too the resulting media interest and impact. With golf and its values serving as the perfect common ground, this unbroken partnership has enabled the building and strengthening of relationships between Volvo and its customers of today and tomorrow. And as the Tour has spread its boundaries and become truly global, so too have the presence and awareness of the Volvo brand and its premium-quality products.

Based in Gothenburg, Sweden, Volvo Event Management operates on behalf of both Volvo Cars and the Volvo Group, running three prestigious professional tournaments as well as the leading worldwide event for customers. This unique and wide-ranging collection links professional and club golf together.

European Tour events:

Volvo Golf Champions – The European Tour's 'Tournament of Champions'

Volvo China Open - The Open Golf Championship of China

Volvo World Match Play Championship – World-class Golf at its Best

Corporate events:

Volvo World Golf Challenge - The World's Most Exciting Golfing Experience

One of the most inclusive global golf series in the world aimed to Volvo's customers, with its World Final staged in conjunction with the Volvo Golf Champions. Volvo's customers are then offered the golf experience of a lifetime by Playing with the Pros during the professional tournament, a completely unique possibility.

Volvo Event Management has been headed by its President, Per Ericsson since June 2008 and has a core in-house staff supported by specialist consultants.

www.volvoingolf.com

<http://www.facebook.com/volvoingolf>

<http://twitter.com/volvoingolf>

Volvo

Volvo was founded in Gothenburg, Sweden in 1927, by Gustaf Larson and Assar Gabriellson.

Today the golf sponsorship is shared equally between Volvo Car Group and Volvo Group.

The Volvo Car Group's vision is to be the world's most progressive and desired luxury car brand. Since the first mass-produced Volvo car rolled off the production line in Gothenburg in 1927 a steady stream of cars has been delivered equipped with world-leading innovations. Today, it is one of the most well-known and respected car brands in the world with sales in about 100 countries. The corporate and



brand strategy is "Designed Around You" and puts people at the heart of everything that is done. Volvo cars are characterised by intuitive, human-focused, functional Scandinavian design and good craftsmanship.

www.volvocars.com

The Volvo Group's vision is to become the world leader in sustainable transport solutions. It is one of the world's leading manufacturers of trucks, buses, construction equipment and marine and industrial engines. The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 115,000 people, has production facilities in 19 countries and sells its products in more than 190 markets.

www.volvogroup.com

Volvo Cars and Volvo Group share the same core values; Quality, Safety and Environmental Care.

About IMG

IMG is a global leader in sports, fashion and media operating in more than 30 countries around the world. IMG's businesses include College, Media, IMG Academy, Events and Federations, Golf, Tennis, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; world-class partnerships with sponsors, brands and broadcasters; and marquee assets across entertainment, events and fashion.

About The European Tour

The PGA European Tour, a company limited by guarantee, operates a broad range of business initiatives essential to its primary mission of administering professional tournament golf. It is a unique business which generates profits for the benefit of the Members – the tournament players – who receive their dividends by way of competing and winning prize money. The European Tour International Schedule, which from 2009 incorporated the inaugural Race to Dubai, is a thriving global brand; the European Challenge Tour focuses on the future; and the European Senior Tour provides a new start for champions celebrating their 50th birthday. The European Tour's corporate identity features the iconic silhouette image of six-time Open Champion Harry Vardon and a world skyline graphic depicting many of the geographical elements built into The 2014 Race to Dubai, which will feature a minimum of 48 tournaments in 26 countries.

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