

Buick LPGA Shanghai

Wednesday, October 11, 2023

Shanghai, China

Qizhong Garden Golf Club

Mr. Pang Zhang

Mr. T.K Pen

Mr. Cesar Toledo

Danielle Kang

Lilia Vu

Ruoning Yin

Rose Zhang

Press Conference

THE MODERATOR: Good morning, ladies and gentlemen, welcome to the beautiful Qizhong Garden Golf Club Shanghai to witness this great moment, the opening of 2023 Buick LPGA Shanghai Championship. Welcome you all. Thank you for coming.

(Applause.)

To be with the highest level women's golf tournament for the third year in the city of Shanghai. Look at the stunning field, ladies and gentlemen. Players from all over the world are gathering in Shanghai and competing for the championship. Ladies and gentlemen I am introducing all the guests attending the press conference.

They are: Mr. Pang Zheng from the China Golf Association.

Mr. T.K. Pen, vice president of China Golf Association, chairman of China LPGA Tour.

Ms. Liu Dongmei, mayor of Shanghai District Administration of Sports.

Ms. Zhang Xiaoying, party secretary, director general Shanghai Minhang District Administration of Sports.

Mr. Li Zhongkang, secretary-general of Shanghai Golf Association.

Mr. Kaiwen Lin, chairman of Shanghai Golf Association.



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Mr. Cesar Toledo, Buick marketing distribution department.

Mr. Sean Pyun, chief business officer LPGA Asia.

Ms. Li Hong, CEO China LPGA Tour.

Mr. Grant Slack, EVP and managing director of IMG golf.

Miss Luo Jie, general manager of Qizhong Garden Golf Club.

I will introduce the players attending the press conference. Defending champion, major champion, six-time LPGA Tour winner from the States, Danielle Kang.

Newly crowned major champion, No. 2 on the Rolex Ranking, two-time winner on the LPGA Tour, so proud to be from China, Ruoning Yin.

Two time major champion this year, No. 1 on the Rolex Ranking, also three time LPGA Tour winner, Lilia Vu.

The rookie player this year and LPGA player who make her debut (indiscernible), ladies and gentlemen, Rose Zhang.

Very important year also for the China National Team to prepare the 2024 Paris Olympics. China players will work hard and secure the world ranking points for next year's Paris Olympics.

Mr. Pang Zheng of the China Golf Association will deliver the opening speech.

MR. PANG ZHENG: Good morning ladies and gentlemen I'm so delighted to have to you here at this women's flagship tournament. On behalf of the China Golf Association, I want to extend my warmest welcome to the city of Shanghai.

LPGA Shanghai co-sanctioned by LPGA and China LPGA has become the first top-tier event back to China after a three-year hiatus. The field includes a stunning lineup, including world No. 2 from China, Ruoning Yin, defending champion, Danielle Kang, and 11 grand slam winners and 27 LPGA champions. I'm sure the tournament will be very



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fantastic.

Since its inception, China Golf Association has committed to developing this game and supporting the (indiscernible) for China. This year once again the spotlight, of global fans will be firmly fixed on Shanghai.

More Chinese golf athlete will stand on the world stage. More premier international events are coming back. China golf is ushering in golf's future.

China National Team women's coach Shanshan Feng (indiscernible) Asian Games. China golf spirit has been inherited. The Buick LPGA Shanghai is nearly here. Players from China will compete with world class players I believe is best Chance for us to prepare for the 2024 Paris Olympics.

On behalf of the China Golf Association and committee Shanghai Sports Bureau, Minhang Sports Bureau, Chinese Golf Association, LPGA and CLPGA, and Endeavor China, Qizhong Garden Golf Club Shanghai for your tremendous work. Especially thanks to Buick for your continued sponsorship.

Lastly, wish LPGA Shanghai a complete success and all the players great success.

THE MODERATOR: Ladies and gentlemen, Mr. Pang Zheng. (Applause.)

Buick has a long history in global golfing, also made a great contribution to China's golfing development in the past 17 years. Buick has been committed to growing this game in China and promoting sustainable development of golf game in China's market as well.

Secondly, welcome Mr. Cesar Toledo, Buick marketing distribution department to deliver his welcome speech. Cesar, welcome.

MR. CESAR TOLEDO: Ladies and gentlemen, distinguished guests, and media, good morning. In the golden fall season of October we are delighted to welcome the long awaited 2023 Buick LPGA Shanghai.

It's a great honor for Buick to once again present this world class women's golf tournament to our Chinese friends.

As the first top-tier professional golf event in China in three years, the 2023 Buick LPGA has attracted 81 of the world's finest female golfers. They include our Buick golf ambassadors, Ruoning Yin, Xiyu Lin, and Yu Liu, who will be competing against other elite professionals to showcase their golfing excellence.

This year the Buick ambassadors have made historic breakthroughs. We wish them continued success at this year's Buick LPGA Shanghai, as well as in their preparation for next year as Paris Olympics.

Buick has a long-standing history with golf. It began its collaboration with the North American PGA back in 1958, pioneering the sponsorship of sports by automobile brands.

Buick has made a major effort to build an exceptional platform for golf in China, from hosting premier professional tournaments and amateur events to helping develop junior players.

By supporting the popularity of golf and helping to elevate the level of professionalism in this country, Buick has been privileged to demonstrate its brand spirit of progressiveness and the pursuit of perfection.

Today Buick's ongoing transformation to be a brand that's more electric, more intelligent, and more premium is seriously aligned with our partnership with golf.

Buick remains committed to closely partnering with the great game of golf and deepening our support to achieve a brighter future.

I want to conclude by wishing all the players in the 2023 Buick LPGA Shanghai great success. We hope all the professionals can achieve big performance. Thank you very much.

THE MODERATOR: Thank you for sharing. We're going to have the first round of interview. Please take the stage for the interview. Open up questions to the media. Any questions, please raise your hand.

Q. First question to Cesar about Buick. 2023 marks the 120th anniversary of the establishment of the Buick brand. As a pioneer supporting golf, it has been one of the most influential brands contributing to the game growth in China. What are your thoughts to support this game in China the past 17 years in a row?

MR. CESAR TOLEDO: So thank you for the question. The philosophy of golf really aligns well with our brand DNA. When we think about our commitment to excellence and continued progressiveness, it really resonates with the golfing community, making our partnership a really natural fit.

On top that, we have a long-standing history of being involved with golf, so almost two decades here in China, and since 1958, so that means 75 years in North America.

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It's a long-standing commitment, and we have been building a strong golf platform that encompasses the whole golfing range, a tier one premier event like this, amateur events, or supporting development or junior golf players. Our journey in becoming a more electric vehicle brand bodes well with golfing, and hopefully you're going to see our products over the weekend.

Our sponsorship is to provide more opportunities for golfing enthusiasts and to attract a broader audience to experience golf and to inspire greater participation.

Thank you.

THE MODERATOR: Thank you for sharing. Second question.

Q. We all know this Buick ran as the title sponsor again and supported a lot of juniors, and supported the top players in China. Question is what's the arrangement with Buick to support China?

MR. CESAR TOLEDO: Since coming to China more than two decades ago, Buick has been actively promoting the game and development and popularization of golf. We have established comprehensive Buick golf platform that covers amateur events, professional tournaments, and junior player development programs.

We have particularly strong dedication to supporting the development of young players. Since the Buick National Junior Golf Classic Series was founded in 2017, over 300 elite young players have been trained and gained remarkable achievements.

They include Yin Ruoning, the youngest LPGA champion from mainland China and a Guinness World Record holder who became a Buick golf ambassador this year.

She and other top professional golfers, including should who and Lin Xiyu and Liu Yu represent the highest level of Chinese golfers.

And the Buick LPGA Shanghai event for us is at the pinnacle of women's professional golf in China in terms of field, prize money, and world rankings points. Also one of the highest level women's professional golf events in Asia.

It serves a pivotal platform to attract top tier international golfers while promoting golf worldwide.

Buick will remain committed to golf in China providing support for the rapid growth of this sport and supporting athletes.

Thank you.

THE MODERATOR: Thank you for sharing.

Q. (Audio skipped.) Made for China a golf market for the sport of golf and also to provide the first international tournament.

T.K. PEN: I think there are two important things to remember for this event. First of all, three years pandemic we don't have any international tour's cooperation. Not any international players coming into China.

So opening up this year is a very important moment for the golf of China. In the past we have cooperated with all kinds of tours from the U.S. LPGA, Korean LPGA, Taipei, Hong Kong, European Ladies Tour, so they were all in China.

And we don't have any this year. LPGA tournament is especially important for China. This will open up our -- renew our cooperation with all the major tours around the world.

So we thank you Buick for this effort. And I think the second point I need to make is that of all the major international tours, LPGA is the best tour to work with and to open up the season.

It's because LPGA has the world's largest audience. Through live broadcast I think around the world all nations will be able to see a new China, a cooperative China, an open-market China, so people can see that China is an open society, allowing all players to come into the market and we play on an even playing field.

This is very important for the world to see, a sports, nonpolitical China. So we thank LPGA for coming into China and bringing the tour into China and bringing peace and happiness and fairness to the world.

THE MODERATOR: Thank you for sharing.

Golf athletes, please, girls, please proceed to the stage and we're going to have the second round the media interview.

Q. First question, claim the title twice and this tournament and the stunning field, many players, question is how much confidence do you have to win again?

DANIEL KANG: Really, okay, it's been four years since we've been here, and I know that our focus is always a lot about our results, but I do want to thank everybody sitting



in the front make thing tournament happen.

As you guys know, there has been a lot struggles going on in the last four years for a lot of different countries, and having an international tournament has been something that's been very difficult to do in China as well. Just want to make a note of that and keep Israel in thoughts as well.

I know that sports is supposed to give you hope, so hopefully I'm here four years later, I look much stronger on the board, but we're all going to come together and play well. There are some great players and a lot of turnovers now, and just going to do my best and play the best that I can.

Q. Lilia, two grand slam titles this season and you came to China first time. What's your goal for this week?

LILIA VU: I just got here last night so I haven't been able to see the course. I will today. But I usually go into every single tournament with the same mindset. Just have fun and let whatever happens, happen.

RUONING YIN: I'll keep it simple. It's a long journey to professional golf. I learn a lot, that when I turn pro on the LPGA tour I learn from different people, from different tournament.

I got pretty pumped because this week I'm going to see a lot of Chinese local fans. I assume they going to support me and cheer for me. This week I will do my best.

Q. The question is you 2020 as a good player and won the leading amateur prize and then you turned pro and became the Buick ambassador. What do you feel about it? This platform of Buick golf, which help a large number of Chinese golfers, is your status going to be different?

RUONING YIN: I turned pro from the amateur. I think the tournament is special, and hopefully it will reach more young generations.

THE MODERATOR: Any other questions? No questions. Applause for the four players. Thank you.

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