

DP World Tour Championship

Tuesday, 11 November, 2025

Dubai, UAE

Jumeirah Golf Estates, Earth Course

Guy Kinnings

Quick Quotes

Q. Incredible news, the partnership agreement between yourself and the DP World. What does it say about the direction of tour and where its headed?

GUY KINNINGS: The announcement today built on what is important which is a long-standing relationship which has worked incredibly well. We started working with DP World back in 2009. In 2022, we transformed that and gave them for the first time a title. We had a title to the Tour, DP World Tour, which in many ways helped us celebrate our partners, but emphasised what we are which is golf's global tour and that's worked incredibly well over the years.

We wouldn't be doing what we're doing today which worked so well, and Bake Nine Swings and Playoffs, have worked incredibly well. People have been turning in to watch and to enjoy and for us to have a chance to work with them on that, basis and to look forward to ten years, biggest deal of its kind that we will ever have done as a tour, over 50 years, I think speaks volumes for the relationship and how that relationship has evolved and what it allows us to do as a tour, two bases that are very aligned.

For us now working forward in that time, we can work closely with them to allow DP World Tour to go strength to strength, and perfect doing it here this week the finale of the season, which has been an unbelievable 2025. We've had amazing tour results. You have Rory doing what he did in the Grand Slam. You have Tommy what he did in FedEx and then you had the extraordinary scenes we awe sat Bethpage; the Ryder Cup Team doing the impossible, with Luke winning away.

All of that makes for what's been a brilliant year. So it's just perfect timing for us to announce this week the extension of that relationship.

Q. You mentioned it as well, another award, the Rory McIlroy Award. Tell us about that and why that makes sense for you.

GUY KINNINGS: Rory has always been an unbelievable supporter of our tour and ambassador for our tour. He



DP WORLD
TOUR CHAMPIONSHIP

A Rolex Series Event



speaks brilliantly.

But what he's done and what he's achieved this year, becoming the first European to win the Grand Slam is something pretty exceptional. We recognise -- we needed to recognise what he's done and what he's done for us, and we gave it lots of thought.

But for us, the idea of creating something which will last forever which has his name on it; we have other awards that involve other players but they are very historical, Harry Vardon, Sir Henry Cotton, John Jacobs and, of course, the great Seve Ballesteros. To add Rory's name to that which reflects perform in the four majors, and what he's done which is historic, we felt, to honour that in the right way.

And to do it week is the right time. He's in a strong position to make more history, if he can, this week. We've been delighted to work with him to create something which we think will last forever.

FastScripts by ASAP Sports



... when all is said, we're done.®