

Come and see the Ryder Cup in Edinburgh this weekend



Peter Vardy Edinburgh offers guests an opportunity to see and hold the Ryder Cup

A once-in-a-lifetime opportunity to see and be photographed alongside the coveted Ryder Cup will be on offer at Peter Vardy Edinburgh, the fast-growing automotive retailer's BMW dealership in the City Seafield Road on Saturday 30th August from 9.00am until noon.

Guests will be invited along to see the trophy at close quarters on a first come first served basis, while afterwards, BMW will send out a personalised email with photograph to each guest. In addition, the dealership will also have on sale its BMW golf lifestyle range, face painting for youngsters and nail beauty treatments.

The Ryder Cup, started in 1927, has been fought-out every other year between the cream of European and American golfers, and will take place this year at Gleneagles, Perthshire, on 26 to 28 September. The trophy is named after its donor, businessman Samuel Ryder.

Alongside its counterpart, the President's Cup, which is contested between American golfers and those from the rest of the world excluding Europe, the Ryder Cup is very special in professional sport because no prize money is paid despite the huge sums it generates in sponsorship and television broadcast fees.

Peter Vardy, CEO, said: "Many of the customers at our BMW dealership are golf fanatics and when we secured the opportunity to display the Ryder Cup for a morning, we jumped

at it.

“It’s not all golf though; families will be able also to enjoy a fun day out as well as inspecting our superb display of new and used BMW vehicles.