

THE CHALLENGE

Commentators' Briefing Notes

The Hero Challenge

- The Hero Challenge is a one-day exhibition event that will be played on Tuesday February 8 at Al Hamra Golf Club
- The Hero Challenge will feature 26 teams, of two professionals per team, playing over nine holes in a classic Scramble format
- ie Each team selecting the best drive and both players playing from there, then selecting the best second shot and both players playing from there until the hole is completed
- The event will be shown live in the UK and Ireland on Sky Sports and around the globe via the Tour's expansive World Feed network. It will also feature across the Tour's digital platforms
- There will a more relaxed broadcast, with closer interaction between players and course commentators, and with certain players miked up throughout their round
- Players will be encouraged to dress casually, ie different to normal tournament golf attire where possible and appropriate
- Players are encouraged to wear the same or similar colours to their team-mate

The Draw (See attached)

- **Format:**
 - 26 Teams of two Professionals will play a 'Texas Scramble' format over holes 10-18.
 - The best drive is selected and both players play from there, then the best 2nd shot is selected and both players play from there. This continues until the hole is completed.
 - If the selected shot is on the putting green, players will place their ball within one scorecard's length of the selected shot, not nearer the hole. Anywhere else on the course, players will place their ball within one club's length of the position of the selected shot, not nearer the hole.
- **Scoring:**
 - The gross Team score on each hole to count.
 - In the event of a tie for 1st place, this will be decided on a special Par 3 set up on the 18th hole, played once in Texas Scramble format and if still tied, then by a Nearest the Pin competition (note the ball does not have to be on the green).
- **Rules:**

- The event will be played under the R&A rules of golf and the approved local rules of Al Hamra Golf Club

Prize Fund: US\$150,000

1st: US\$ 12,000 x 2

2nd: US\$ 9,000 x 2

3rd: US\$ 6,000 x 2

4th: US\$ 4,000 x 2

5th – 26th: US\$ 2,000 x 2

Total US\$150,000

Hero and Innovation on the DP World Tour

- Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, is a big supporter of innovation in golf and the DP World Tour in particular
- This includes its existing Title Partnership of the Hero Indian Open and the Hero Open at Fairmont St Andrews
- The upcoming exhibition event is the latest in a series of Hero Challenges that take place on the DP World Tour each season, which see the world's best players compete in unique challenges and competition formats

About Hero MotoCorp Ltd

Hero MotoCorp Ltd., headquartered in New Delhi (India), has been the world's largest manufacturer of motorcycles and scooters, in terms of unit volume sold by a single company in a year, for the past 20 consecutive years. The company has sold more than 100 million motorcycles and scooters in cumulative sales since its inception and currently sells its products in 43 countries across Asia, Africa, the Middle East, and South and Central America. Hero MotoCorp has eight world-class manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. The Company's motorcycles and scooters are designed and developed at its state-of-the-art R&D facilities – the Center of Innovation and Technology (CIT) in India, and the Hero Tech Center GmbH, near Munich, in Germany. It is also one of the largest global corporate promoters of multiple sporting disciplines, including golf, football, field hockey, cricket, and motorsports. Fifteen-time Major winner and golfing legend Tiger Woods is Hero MotoCorp's Global Corporate Partner.

For more information:

www.heromotocorp.com | FB: HeroMotoCorpIndia