

125/ years of innovation

Press Information

German Golf Legend Renews Ambassador Role with Mercedes-Benz

Two time The Masters Champion Bernhard Langer has extended his association with Mercedes-Benz as a brand ambassador until 2014.

The news follows The Open Championship, where Mercedes-Benz was a patron of the event for the first time. The car company's current sponsorship portfolio in world golf also sees it as an official partner at The Masters, the PGA Championship and the 2012 Ryder Cup, not to mention The MercedesTrophy, an event which attracts 60,000 amateurs across 43 countries.



Bernhard Langer said; “I have been involved with Mercedes-Benz since 1985 and am delighted that this will continue. I have been driving the cars for years and could not imagine driving anything else. Mercedes-Benz is such an exciting brand and it is truly iconic – I know the players loved driving the cars at The Open this year.”

Langer continued: “I’ll be undertaking a range of activities for the brand, including appearing in a print advertising campaign, and am very pleased to be involved as Mercedes-Benz extends its portfolio in the golfing world.”

Lüder Fromm, Global Marketing Communications Director, commented; “It’s an exciting time for Mercedes-Benz and golf, we have some of the most prestigious events in the golfing calendar and we are proud that, in Bernhard, we also have one of the most prestigious players. He is the best German golfer ever and that’s a perfect fit for our brand and its values.”

Contact:

Sports PR Enquiries

David Pugh, Tel.: +44 (0)7947 533528, +44 (0)207 735 2970

david@junipersport.com

Further information about Mercedes-Benz is available online: www.media.daimler.com
and www.mercedes-benz.com