

Beat: Sports

## Innovative passionate golf

### Worlds oldest golf Championship

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**USPA NEWS** - The 144TH Open in 2015 is taking place on the legendary Old Course in St. Andrews. Mercedes-Benz brand ambassadors aim to bring the Claret Jug to Germany for the first time. The brand-new Mercedes-Benz GLE Coupé is the highlight display vehicle of The Open.

This year's Open is being held from 16 to 19 July on the famous Old Course in St. Andrews (Scotland). On this 144TH occasion of the world's oldest golf championship, Mercedes-Benz is an "Official Car and Official Patron of The Open". "We are very delighted to be a permanent presence for the fifth year in a row at The Open. The world's most traditional and most innovative golf championship stands for numerous values also shared by Mercedes-Benz. Tradition, perfection, fascination, innovation and sustainability are elementary constituents of our corporate philosophy, and have also always been part of the spirit of The Open," says Dr. Jens Thiemer, Vice President Marketing Mercedes-Benz Cars.

In 1984 Mercedes-Benz brand ambassador Bernhard Langer came within two shots of winning this prestigious championship, but was just beaten and ended up in second place. With his impressive victory in the 2014 Senior Open by 13 strokes, Langer secured his place in the 2015 Open. He has since demonstrated that he is in top form with his successful title defence in the Senior Players Championship and an impressive third place in the U.S. Senior Open.

Next to Langer, the two-time Major winner and Mercedes-Benz brand ambassador Martin Kaymer will be doing his utmost on the famous links in St. Andrews, which he describes as his favourite course, to achieve another triumph in a Major championship. In addition to Langer and Kaymer, two national Mercedes-Benz brand ambassadors Rickie Fowler and Marcel Siem will both be competing to claim the Claret Jug for the first time. Among other events, the four brand ambassadors will also be taking part in an exclusive Meet & Greet with Mercedes-Benz customers from around the world.

Interested fans can visit [www.facebook.com/MercedesBenzGolf](http://www.facebook.com/MercedesBenzGolf) to find exclusive photos and videos from the Mercedes-Benz brand ambassadors. For the first time, there are also dedicated golf channels on YouTube: [www.YouTube.com/MercedesBenzTV](http://www.YouTube.com/MercedesBenzTV) and Instagram: [www.instagram.com/MercedesBenz.Golf](http://www.instagram.com/MercedesBenz.Golf)

Mercedes-Benz as an "Official Car and Official Patron of The Open" since 2011.

During the championship week in St. Andrews, more than 120 Mercedes-Benz vehicles will ensure a smooth-running transport service for the players, caddies, coaches, organisers and VIP guests. The official transport service for The Open consists mainly of luxurious models from the C, E, S and V-Class. At the vehicle exhibition in the championships grounds, spectators will also be able to experience the new GLE Coupé, the GLA and the Mercedes-AMG GT S sports car, as well as other models first hand.

The highlight will undoubtedly be the brand-new GLE Coupé, which combines typical coupé attributes such as sportiness, dynamism and agility with the self-assured presence, versatility and ruggedness of an SUV. Guests in St. Andrews will already have an opportunity to familiarise themselves with the new model in advance of its market launch in Great Britain.

Ten international journalists and prize winners will also be able to try out the new GLE and GLE Coupé in the "4x4 golf drive to The Open" road trip. The participants will get to know the attributes of the new models in the breathtaking Scottish landscape, and then demonstrate their golfing skills on the famous Links courses in Kingsbarns, the St. Andrews "Castle Course" and Gleneagles. Another part of this roadtrip is a workshop organised by The R&A and Mercedes-Benz on the subject of sustainability, a matter of great importance to both partners.

As part of the MercedesTrophy, the company's own global premium golfing tournament for amateurs, Mercedes-Benz customers will take part in the "Drive to the Major" competition, the so-called "Straightest Drive". During the week of the Major, qualifying golfers play for a coveted spot in the "Monday After Event", which takes place immediately after The Open on the very same course on which the golfing legends and professionals have played for the Claret Jug just the day before.

Mercedes-Benz's involvement in professional golf dates back to the 1980s. Having been an international partner of the Masters in Augusta from 2008 to 2013, Mercedes-Benz has been one of three global sponsors since 2014. Thanks to its association with the PGA of America, which has existed since 2010, the brand with the star is represented as Official Vehicle and an Official Patron at the PGA Championship, the Senior PGA Championship and the Ryder Cup. In 2011, Mercedes-Benz's involvement in golf was extended to include a partnership with The Open, the world's oldest golf championship. Mercedes-Benz also sponsors numerous amateur and professional tournaments at national level.

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