Press Information

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Mercedes-Benz is the “Official Vehicle of The PGA of America”

The 2012 Ryder Cup is under a good star

* Hole-in-one for spectators: first prize is a Mercedes-Benz GLK 350
* PGA Performance Center presented by Mercedes-Benz offers high-tech golf teaching technologies, an exhibit of the latest car models and a meet and greet with Bernhard Langer

Chicago/Stuttgart – The year’s golf highlight is about to start: the 2012 Ryder Cup will take place 28 – 30 September at the Medinah Country Club in Chicago, Illinois, USA. As a proud patron partner and “Official Vehicle of The PGA of America” Mercedes-Benz will also be present at the 2012 Ryder Cup.

“The Ryder Cup enjoys a unique status in golf. Every player from Europe and the US dreams of winning one of the most coveted golf trophy on Sunday”, says Lüder Fromm, head of Global Marketing Communications Mercedes-Benz Cars. “For Mercedes-Benz it is a great honour to be also part of the Ryder Cup this year as a patron partner of The PGA of America.”

The Mercedes-Benz ‘hole-in-one’ challenge will be set up near the main entrance during the tournament week. There the spectators have the opportunity to shoot a hole-in-one and win a Mercedes-Benz GLK 350. The Par 3 is located at the 16th hole at course # 1 of the Medinah Country Club with a length of 150 yards.

The PGA Performance Center presented by Mercedes-Benz will also be open during the Ryder Cup. Just a short distance from the first tee the brand with the three-pointed star will present its latest SUV models: the new GL, the M- and G-Class. The highlight of the exhibit will be the Concept Style Coupé, the design study of the CLA that will celebrate its market launch next year. Furthermore, the Performance Center will also offer all interested parties the chance to improve their game from the right swing to the perfect putt with the help of high-tech golf teaching technologies and trained PGA professionals. In addition, a 45-minute meet and greet with Mercedes-Benz brand ambassador Bernhard Langer will take place at the Performance Center at 2 p.m. on Thursday.

Mercedes-Benz has been committed to professional golf since the 1980s. Since 2011 the brand with the three-pointed star is the proud international automotive partner of three major tournaments, the Masters in Augusta, the Open Championship and the PGA Championship. Mercedes-Benz also supports a multitude of national professional and amateur golf tournaments around the world.

In amateur golf Mercedes-Benz is active with the MercedesTrophy, an independent global premium tournament series for amateurs that was held in 2012 for the 23rd time. Every year more than 65,000 players tee off at the MercedesTrophy in more than 60 countries.

**Contacts:**

Claudia Merzbach, phone: +49 (0)711 17-95379, [claudia.merzbach@daimler.com](mailto:claudia.merzbach@daimler.com)

Wolfgang Zanker, phone: +49 (0)711 17-75847, [wolfgang.zanker@daimler.com](mailto:wolfgang.zanker@daimler.com)

More information, texts and images about the sport sponsoring activities of Mercedes-Benz are available on the internet at:   
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