



Mercedes-Benz
Press Information
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The 2025 Masters Tournament App: Integration in Mercedes-Benz Vehicles

Atlanta/Augusta. Mercedes-Benz is celebrating its 18th year as Champion Partner of the Masters Tournament and Augusta National Golf Club, a coveted title the brand is proud to share with an organization known for continued relevancy rooted in strong tradition. In 2025, Mercedes-Benz celebrates this legacy with the introduction of the first-ever in-vehicle integration of the Masters Tournament app¹.

During the tournament, customers of the latest compatible E-Class and CLE models will enjoy seamless access to the Masters Tournament App directly through their vehicle's head unit². The feature enables watching the Masters Tournament directly from their MBUX screen, enjoying live coverage, following the leaderboard, and more³.

App Integration Key Facts:

- **First-of-its-Kind Experience:** Mercedes-Benz is the first and only original equipment manufacturer (OEM) to offer an integrated in-vehicle version of the Masters Tournament app.
- **Live, Convenient Updates:** This integration marks the first time a golf app is live during a tournament, with interactive capabilities directly in a vehicle's software, without the need for a mobile device.
- **Collaboration Between Iconic Brands:** A partnership of Augusta National Golf Club, IBM and Mercedes-Benz has resulted in the development of a specifically adapted version of the mobile app that is fully compatible with select Mercedes-Benz vehicles.
- **Enhanced, Immersive Viewing:** This version of the app allows users to watch the tournament live, use My Group to quickly catch up on their favorite players' rounds, see the schedule, leaderboard, and see additional Masters content in the "Video" section.
- **Commitment to Technological Advancements:** The app is compatible with third-generation MBUX in CLE and E-Class models equipped with the MBUX Entertainment Plus Package. The app will be available for download from the vehicle's app store for U.S. customers.

¹ To use the Digital Extras, customers must create a Mercedes me ID and agree to the Terms of Use for Digital Extras and the Mercedes me ID Service Terms in their applicable versions. The Digital Extras presented, and their availability depend on the vehicle model, year of manufacture, selected optional equipment and country.

² Each device requires an Internet connection and the latest app version.

³ For reasons of safety, the driver can gain full access to the app via the central display only when the car is parked.

Other Exclusive In-Car Experiences:

- **Curated MBUX Home Screens:** During the tournament week, Mercedes-Benz will also feature special imagery on vehicle displays, including Masters-themed avatars, azaleas on the home button, and visuals of the iconic sixth hole and leaderboard. MBUX Hyperscreens and Superscreens will also showcase images of the legendary Hogan Bridge and Amen Corner, extending to the passenger screen.
- **Model Availability:** These exclusive offerings are available in models featuring second-generation MBUX or newer.

A Commitment to Luxury Beyond the Vehicle:

- With a century-long history of designing iconic luxury vehicles that symbolize elegance and sophistication, Mercedes-Benz remains dedicated to quality, innovation, and cutting-edge technology - continuously setting new benchmarks for the luxury automotive industry.
- The brand's strategic focus on experiential marketing aligns closely with a rich history of supporting sports, particularly golf, over nearly 40 years. Through partnerships with the most prestigious tournaments, majors, and players in the sport, Mercedes-Benz fosters a deep-rooted connection with the game.
- As this exciting year progresses, the spirit of innovation shines brightly at Augusta National Golf Club each April, a place rich in tradition and history.

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Contacts:

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About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit <https://group.mercedes-benz.com/northamerica/>.

Accredited journalists can visit our media site at media.mbusa.com.