



Mercedes-Benz
Press Information
April 7, 2025

Mercedes-Benz Honors Golf Icon Bernhard Langer with a Personalized S-Class at His Final Masters

- Mercedes-Benz reveals a one-off personalized MANUFAKTUR S-Class to honor its long-standing brand ambassador and two-times Masters champion, Bernhard Langer
- Mercedes-Benz brand ambassador Ludvig Åberg is among the Tournament favorites
- The official Masters Tournament app is now accessible exclusively in selected Mercedes-Benz vehicles

Stuttgart/Augusta. An era is coming to an end: Golf legend Bernhard Langer prepares to compete in the Masters Tournament one last time. 40 years after his first victory at Augusta National Golf Club, the two-time Masters champion returns after postponing his retirement from the Masters stage last year due to injury. In recognition of his extraordinary career and his two Masters wins, Mercedes-Benz honors him with a one-of-a-kind vehicle.

In anticipation of the Tournament, Mercedes-Benz hands over a custom vehicle for brand ambassador Bernhard Langer, who has been associated with the brand for almost 40 years: A personalized S-Class featuring exclusive options from the MANUFAKTUR individualization program.

This one-off handcrafted vehicle boasts distinct details: It is adorned with embroidered Masters logos, meticulously crafted with over 2,800 stitches, as well as Bernhard Langer's signature. The customization was executed at the in-house Mercedes-Benz MANUFAKTUR facility in Sindelfingen, where dedicated, experienced and specially trained masters of their craft combine craftsmanship, attention to detail and state-of-the-art production technologies.

"It means a lot to me to be able to play the Masters one final time – a tournament that has shaped my career so much. The fact that Mercedes-Benz is accompanying me here and is honoring me with this special car makes this moment even more special."
Bernhard Langer, two-time Masters champion

"Bernhard is a true golf icon, who has been an integral member of the Mercedes-Benz family for nearly 40 years. As we celebrate his extraordinary career, we honor our deep bond with a personalized S-Class crafted especially for him. We're excited for many more great moments with him on the road ahead."
Bettina Fetzer, Vice President Mercedes-Benz Digital & Communications, Mercedes-Benz AG

From April 7 to 13, 2025, the Masters will take place in Augusta GA, USA. Annually, the world's most prestigious event is held at Augusta National Golf Club. In line with the long-standing partnership of

Mercedes-Benz with the Master, the Masters app will be exclusively available in select Mercedes-Benz vehicles¹, ensuring the Tournament can be followed along on the road.

Joining Bernhard Langer, Mercedes-Benz brand ambassador Ludvig Åberg will also be competing in Augusta. The 25-year-old Swede is representing the brand for the first time at the Masters. Åberg is currently ranked fifth in the Official World Golf Ranking and recognized once again as a favorite after his second-place finish in his Masters debut last April.

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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.

¹ Compatible in CLE and E-Class models with third-generation MBUX and equipped with MBUX Entertainment Plus Package.