



Mercedes-Benz

Press Information

February 19, 2025

Mercedes-Benz Welcomes Professional Golfer Ludvig Åberg As New Brand Ambassador

- The 25-year-old Swedish golf star joins the Mercedes-Benz family
- Ludvig Åberg will represent Mercedes-Benz at the 2025 Masters Tournament in April

Mercedes-Benz is reinforcing its commitment to golf by welcoming Ludvig Åberg as a new global brand ambassador. At 25 years old, the Swedish golfer is rapidly emerging as one of the sport's most promising stars. Åberg has already established his place among golf's elite with impressive wins and a second-place finish at the 2024 Masters. His second career victory on the PGA Tour on February 16th, 2025, propelled him to fourth place in the official world golf ranking.

"I am excited to join the Mercedes-Benz family representing the iconic three-pointed star. Golf is all about strategy, consistency, and precision – qualities that Mercedes-Benz stands for. This partnership is a special connection built on shared values."

Ludvig Åberg, Mercedes-Benz Brand Ambassador

"With Ludvig Åberg, we welcome a rising star and role model for the next generation of golfers to the family. Ludvig's ambition, determination and commitment to excellence are a perfect fit for the Mercedes-Benz brand. We look forward to our partnership and his continued rise to the top."

Bettina Fetzer, Vice President Mercedes-Benz Digital & Communications, Mercedes-Benz AG

Ludvig Åberg joins golf icon and two-time Masters Champion Bernhard Langer as a global brand ambassador for Mercedes-Benz. As Langer prepares to compete in the Masters Tournament for the final time this April, Åberg will make his debut representing the brand at the prestigious event.

Mercedes-Benz is a 'Champion Partner' of The Masters Tournament, which will be held from April 10th to 13th 2025 at the Augusta National Golf Club, Georgia, USA.

Contact:

Paul Harmon paul.harmon@mbusa.com

Emily Rieders emily.rieders@mbusa.com

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 <http://www.mbusa.com> and www.mbvans.com.

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