



Mercedes-Benz

Press Information

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"The 2020 Masters": From the Mercedes-Maybach GLS to the Green Jacket

Four Mercedes-Benz Brand Ambassadors reach for the title at the most prestigious golf tournament in the world

The 2020 Masters Tournament is unique in two respects. First, this year marks the first time the Masters will be held in November since its premiere in 1934. The world's best golfers were originally due to tee off at the tradition-steeped Augusta National Golf Club between April 9 and 12. However, after postponement due to the COVID-19 pandemic, golf's first Major of the year will now be a fall classic held November 12 to 15 – exactly 578 days since last year's event. Furthermore, the 2020 Tournament will also be the first without patrons and their beloved "roars" at Augusta National. However, the unique prestige of the Masters, where Mercedes-Benz has been a global partner since 2008, remains unchanged as the sport's best players compete to win the Green Jacket and their place in Tournament history.

As a long-standing partner of the Masters, Mercedes-Benz is ensuring mobility for all players and officials on location at Augusta National. Four Mercedes-Benz Brand Ambassadors also feature in the 2020 Masters field, including two-time Masters champion Bernhard Langer, Rickie Fowler, Jon Rahm and Ian Poulter.

Before and during the Tournament, Mercedes-Benz is showcasing exclusive content with these Brand Ambassadors and will provide Tournament updates on the Mercedes Sports social media channels ([link](#)). In addition to near-live content, a film specially produced for the Masters on the Mercedes-Maybach GLS 600 4MATIC will be released there. This special vehicle is accompanying the Mercedes-Benz Brand Ambassadors on their way to Augusta National.

Rickie Fowler, who stars in the film, speaks about his ambitions for this year's prestigious Tournament. The 31-year-old American made it to the top 10 at the Masters last year. "It is my 10th time participating in the Masters and my 10th opportunity to make this dream come true," says the runner-up of 2018. "No one remembers who came second – except the runner-up. This year I want to put on the Green Jacket."

Along with Ian Poulter and Jon Rahm, Rickie Fowler is part of the trio taking part in a Q&A event at the start of the Masters week. The Brand Ambassadors will talk about the challenging golf year 2020, their goals for the



Masters and their connection to Mercedes-Benz. The Q&A session can be watched on Mercedes-Benz USA's Instagram channel.

Besides title contender Rickie Fowler, Jon Rahm is another favorite to win the Green Jacket. This year is the fourth time the Spaniard has taken part in the Masters after making his debut in 2017, and he is traveling to Augusta ranking second in the world. Ian Poulter made it to the top 12 last year. The Briton is about to take part in his 15th Masters.

The German golf legend Bernhard Langer secured a life-long invitation to the Masters with his two victories in 1985 and 1993, but it is a special Tournament for him, too, this year: "A very special Masters – without spectators, the stands and the roping," says Bernhard Langer in an interview at the press presentation and test driving event for the new S-Class. "I am nevertheless looking forward to competing in Augusta, even under these extraordinary conditions. It will certainly be a Masters that goes down in history."

During the Tournament, golf and car fans will be given lots of exclusive content at <https://www.facebook.com/MercedesSports> and <https://www.instagram.com/mercedessports/?hl=de>. The hashtags #PerfectDrive, #MBGolf, #MercedesSports and #themasters allow users of social networks to discuss what is happening at the Masters.

Contacts:

Lindsay Munson, Lindsay.Munson@mbusa.com

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Mercedes-Benz AG at a glance

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans, with more than 173,000 employees worldwide. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and services. Furthermore, with its pioneering innovations, the company aspires to be a leader in the fields of connectivity, automated driving and alternative powertrains. The product portfolio comprises the Mercedes-Benz brand with the sub-brands Mercedes-AMG, Mercedes-Maybach and Mercedes me, along with the smart brand and the EQ product and technology brand for electric mobility. Mercedes-Benz AG is one of the largest manufacturers of premium passenger cars. In 2019, it sold nearly 2.4 million passenger cars and more than 438,000 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with over 40 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing its global battery production network on three continents. Sustainable actions play a decisive role in both business segments. To the company, sustainability means creating lasting value for all stakeholders: customers, employees, investors, business partners and society as a whole. The basis for this is Daimler's sustainable business strategy. In it, the company takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.