Mercedes-Benz

Press Release
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# Mercedes-Benz presents a bespoke MANUFAKTUR Mercedes-AMG SL 55 as the official FAGE WTA Finals winner's car

- MANUFAKTUR Made to Measure Mercedes-AMG SL 55 roadster revealed as the official winner's car for the 2026 FAGE WTA Finals
- Grand unveiling during the exclusive WTA Clubhouse event at the Mercedes-Benz Brand Studio Los Angeles featuring celebrities, influencers and media representatives
- The MANUFAKTUR one-of-a-kind vehicle is inspired by the WTA's iconic brand color

Stuttgart/Los Angeles. Mercedes-Benz unveiled this year's FAGE WTA Finals winner's car at the exclusive WTA Clubhouse event held in Los Angeles ahead of the tournament. At the Mercedes-Benz Brand Studio in Beverly Hills, players, international celebrities and invited guests witnessed the presentation of the special MANUFAKTUR Made to Measure Mercedes-AMG SL 55.

With the unique Mercedes-AMG SL 55, Mercedes-Benz pays tribute to the 2026 FAGE WTA Finals winner's sporting achievements. The car combines the expressive character of the performance roadster with exquisite materials and bespoke interior details. At the heart of the design is a MANUFAKTUR Made to Measure Ultraviolet paint finish inspired by the WTA's color scheme. 21-inch AMG Forged Cross-Spoke Wheels emphasize the roadster's powerful presence. The striking exterior color is paired with elegant MANUFAKTUR Nappa leather in Crystal White inside, creating a deliberate contrast and an exclusive ambience. AMG Carbon Fiber interior trim elements further emphasize the sporting DNA of Mercedes-AMG. Particular highlights include exclusive WTA Finals-inspired embossing and engraving details: custom-designed door sills, a personalized badge bearing the winner's name and embossed headrest cushions make this vehicle truly one of a kind. The Mercedes-AMG SL 55 thus impressively demonstrates the possibilities offered by MANUFAKTUR Made to Measure. The passion of the highly skilled craftspeople at MANUFAKTUR in Sindelfingen brings every individual detail to life. The in-house customization program allows customers to transform selected top-end vehicles into unmistakable, one-of-one vehicles tailored to their individual preferences and taste.

Beyond its distinctive design, the car represents a celebration of the WTA's pioneering heritage and enduring influence on women's sport. Bringing together two brands united by a commitment to excellence, innovation and performance, it reflects the ambition and individuality that have defined the WTA and its players for more than five decades.

“The FAGE WTA Finals are a great moment to round off the first season of our partnership – and to see how far we’ve already come together. For the champion, we have crafted a unique MANUFAKTUR Made to Measure Mercedes-AMG SL 55. We want to celebrate her outstanding achievement with something made just for her – as individual as her own journey to the top. And every time she gets into her new Mercedes-Benz, we want her to feel: ‘Welcome home’.”

Christina Schenck, Vice President Digital & Communications and Investor Relations, Mercedes-Benz AG

“This bespoke winner’s car is a fantastic way to round off our first season with Mercedes-Benz as a Premier Partner of the WTA Tour. From the ‘Mercedes-Benz Signature Court’ to the content and experiences we’re creating for fans around the world, our partnership has already brought exciting new energy to the Tour. We’re delighted to recognize our FAGE WTA Finals champion with such a special prize, reflecting our shared commitment to celebrating the excellence and achievements of our players.”

Sarah Swanson, Chief Brand Officer, WTA Ventures

The FAGE WTA Finals will be held from November 8-15, 2026. The tournament will take place for the first time in Indian Wells, California, and marks the grand finale of the 2026 WTA season, featuring the eight top-ranked players of the season competing for the prestigious year-end title. The MANUFAKTUR Made to Measure Mercedes-AMG SL 55 will be officially handed over to the singles champion on court during the trophy ceremony. Mercedes-Benz has been a Premier Partner and Exclusive Automobile Partner of the WTA Tour since the 2026 season.

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Mercedes-Benz Anniversary Year “140 Years of Innovation”
Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constant innovation and to creating the world’s most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to the biggest product launch program in the company’s history that is currently underway. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation: Three new S-Class sedans went on a transcontinental journey to 140 locations worldwide as part of the “140 Years. 140 Places” tour. Each place highlighted the brand’s technology, heritage, pioneering spirit and worldwide presence. Along the way, customers, fans and colleagues got to join in the celebrations right up to its grand ‘Homecoming’ finale at the Mercedes-Benz Museum. Highlights of the tour can be found on our “140 Years of Innovation | Mercedes-Benz Media” special.

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/.

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