



Mercedes-Benz

Press Information
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Mercedes-Benz Returns to Augusta: Celebrating Legacy, Innovation and the Future of Golf

- Mercedes-Benz returns to Augusta for the 2026 Masters Tournament, continuing a nearly two-decade partnership rooted in excellence, innovation and long-term commitment
- Two-time Masters champion Bernhard Langer returns as a non-competing past champion, with Mercedes-Benz honoring him through a unique patron chair matching his MANUFAKTUR Made to Measure S-Class
- New for 2026, Mercedes-Benz becomes a Sustaining Partner of The Patch, supporting the revitalization of Augusta Municipal Golf Course and expanding access to the game beyond tournament week.
- As part of its “140 Years. 140 Places” celebration, a new Mercedes-Benz S-Class makes a special stop in Augusta, connecting heritage with modern innovation.

Augusta, GA. Mercedes-Benz returns to Augusta for the 2026 Masters Tournament, continuing a nearly two-decade partnership with one of the most prestigious events in American sports. Rooted in shared values of excellence, innovation and performance, the brand’s presence at Augusta National Golf Club brings together legacy and forward momentum - honoring the past while supporting the future of the game through athletes, craftsmanship, technology and community investment in the United States.

Golf icon and Mercedes-Benz brand ambassador Bernhard Langer has been shaping the global golf scene for over four decades. Even after his final Masters in 2025, he will remain connected to the Tournament. This year, the two-time Masters champion returns as a non-competing past champion to Augusta National Golf Club and will attend the Masters Club Dinner with other Masters champions.

Last year, in honor of his 41st and final Masters participation, Mercedes-Benz presented Bernhard Langer with a special gift: a one-of-a-kind MANUFAKTUR Made to Measure S-Class. The unique vehicle featuring custom Masters details was handcrafted at Mercedes-Benz’s MANUFAKTUR workshop in Sindelfingen, Germany. For 2026, Bernhard Langer returns to Augusta in this exclusive Mercedes-Benz S-Class. To celebrate his return to the Masters, Mercedes-Benz created a special ‘MANUFAKTUR Made to Measure’ patron chair for Bernhard Langer. The unique chair was carefully handcrafted and refined in the spirit of his one-off MANUFAKTUR Made to Measure S-Class. Made from high-quality leather, this unique piece bears Bernhard Langer’s nickname, Mr. Consistency’.

“The Masters has been an integral part and shaped my career for so many years – Augusta National is a very special place for me. Continuing to be part of this unique Tournament means a lot to me. The Masters, the drive to Augusta in my special S-Class, and the dedicated chair from Mercedes-Benz makes it even more feel like a second home to me.”

Bernhard Langer, two-time Masters champion

“Bernhard Langer has shaped the sport of golf like few others. As the only German Masters champion to date, he has been closely connected to the Tournament for decades. For us, he is far more than an outstanding brand ambassador. Our close partnership has written its own story over many years, and our shared journey continues. Bernhard will be heading to the Masters in Augusta in his personalized MANUFAKTUR S-Class – and we look forward to seeing him there.”

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

MANUFAKTUR is Mercedes-Benz’s cross-brand individualization program for top end models, featuring exclusive paints, luxurious interior finishes and handcrafted details. With newly introduced “Made to Measure”, MANUFAKTUR now offers an even more diverse palette of exterior and interior colors. This enables customers to create a truly bespoke vehicle tailored to individual tastes and desires through specialized and personalized ordering consultations.

In Augusta, a new Mercedes-Benz S-Class display vehicle exemplifies MANUFAKTUR personalization. New MANUFAKTUR Black Sparkling paint with shimmering glass flakes creates an unmistakable impression. The vehicle also features customization through MANUFAKTUR Made to Measure with bespoke azalea-inspired stitching, unique door sills and other exquisite details. Inside, striking MANUFAKTUR Lake Green Nappa leather further pays homage to golf’s most iconic event.

Mercedes-Benz brand ambassador Ludvig Åberg returns to Augusta National Golf Club for his third Masters appearance in 2026, continuing his rise on one of the most influential stages in American sports. Following back-to-back top-10 finishes in 2024 and 2025, the 26-year-old Swede represents a new generation of elite golf talent. As his presence at Augusta continues to grow, Åberg embodies the future of the game and Mercedes-Benz’s commitment to supporting athletes who are shaping what comes next.

New for 2026, Mercedes-Benz becomes a Sustaining Partner of [The Patch](#), supporting Augusta National Golf Club’s initiative to revitalize the historic Augusta Municipal Golf Course. The Patch features a redesigned 18-hole course, led by golf course architects, Tom Fazio and Beau Welling, and a new 9-hole short course, The Loop at The Patch, designed by Tiger Woods and TGR Design. Together, the efforts reflect a commitment to preserving access to the game by maintaining affordable greens fees while investing in the long-term future of golf in the Augusta community. As part of its support, Mercedes-Benz has also provided eSprinter vehicles to assist with on-site operations, reinforcing a commitment that extends beyond tournament week and into everyday community use. Designed to serve players of all levels, The Patch extends the spirit of the Masters into the everyday life of the region.

During tournament week, Mercedes-Benz brings the Masters experience closer to fans through in-vehicle access to the Masters Tournament Appⁱ on select models - including CLE, E-Class, C-Class and GLC - equipped with the third-generation MBUX system and MBUX Entertainment Plus Package. Customers can enjoy live coverage, follow the leaderboard and moreⁱⁱ directly from the vehicle’s multimedia displays. In addition, special new

imagery and graphics adorn the vehicle displays on a broad range of Mercedes-Benz models throughout the week of the tournament. On vehicles equipped with an MBUX Hyperscreen or MBUX Superscreen, stunning visuals of the legendary Hogan Bridge and Amen Corner extend to the front passenger display. Customers can add another new special touch to their car by setting the color of their vehicle's ambient lighting to a custom green tone via the Mercedes-Benz appⁱⁱⁱ, inspired by the Tournament's iconic Green Jacket.

Throughout 2026, Mercedes-Benz is celebrating '140 years of innovation', marking the first journey of an automobile in 1886. On this occasion, three new S Classes are currently on a world tour, visiting 140 special places on six continents. Each stop highlights the brand's technology, heritage, pioneering spirit and continued evolution. In recognition of the 90th Masters Tournament - and Mercedes-Benz's longstanding role as Champion Partner of the Masters Tournament and Augusta National Golf Club - one of the S-Classes made a special stop in Augusta.

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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 been driven by one defining ambition: to continually innovate and create the world's most desirable cars. This vision has shaped every breakthrough – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, including the all-new GLC and the award-winning all-new CLA. With the introduction of the new S-Class, the company continues the largest product launch program in its history. Guided by a passion for performance, pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result extends far beyond engineering achievement – it creates the unmistakable feeling that defines everything Mercedes-Benz does: Welcome home.

To mark 140 years of innovation, Mercedes-Benz is embarking on an extraordinary transcontinental journey, driving three new S-Class sedans to 140 locations around the world. Each place highlights the brand's technology, heritage, pioneering spirit and global presence. Along the way, customers, fans and colleagues are invited to take part in the celebration - an epic adventure running through October. Follow the "140 Years. 140 Places" drive across six continents 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 group.mercedes-benz.com/northamerica.

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

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ⁱ A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes-Benz Digital Extras are required to use the services. In addition, the vehicle must be paired with the corresponding user account. Features also require active MBUX Entertainment Plus and data plan

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

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