



Mercedes-Benz

Press Information

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Shaping the global stage of tennis: Mercedes-Benz and the WTA announce long-term partnership

- Mercedes-Benz becomes Premier Partner and Exclusive Automobile Partner of the WTA (Women's Tennis Association) from 2026
- Together, both partners share the aspiration of further elevating women's tennis for even greater impact, visibility and empowerment
- Mercedes-Benz will be present at WTA 1000, 500 and 250 tournaments, creating a premium experience for players, customers, fans and guests

Stuttgart. Mercedes-Benz is taking a bold step in shaping the sport of tennis by establishing a long-term partnership with the Women's Tennis Association (WTA). The "WTA Tour - driven by Mercedes-Benz" will begin from January 1, 2026. As the Premier Partner and Exclusive Automobile Partner of the WTA, Mercedes-Benz will be present at WTA 1000, 500 and 250 tournaments from 2026 onwards, and aims to create unique experiences for players, customers, fans and guests. Such emotional touchpoints globally are an important measure for exchange and connection, strengthening the core of what the Mercedes-Benz brand stands for. The common goal of both partners is to give women's tennis even greater visibility to accelerate the game's strong worldwide growth. It underlines the ambition of Mercedes-Benz to further elevate the sport on a global stage, its ambitions for female empowerment; thus, inspiring the next generations of players and fans.

"Tennis has always been close to our hearts at Mercedes-Benz – a sport defined by dedication, responsibility and self-confidence. As the worldwide Premier Partner, our new long-term partnership with the WTA reflects our strong commitment not only to the sport, but also to the values it represents."

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG, Marketing & Sales

"Our partnership with the WTA celebrates women who are redefining the future of the sport – on and off the court. Their dedication and relentless pursuit of progress reflect our own commitment to innovation. By supporting their stories on a global stage, Mercedes-Benz aims to inspire new talent, engage fans and customers worldwide, and demonstrate what human potential can achieve."

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

“We are truly excited to welcome Mercedes-Benz as the Premier Partner of the WTA Tour. This long-term partnership represents a shared vision and a powerful commitment to the future of women’s tennis, and we look forward to working together to grow the sport. Securing such a strong and trusted partner is a pivotal moment for WTA Ventures as we continue our journey to accelerate the growth of the WTA as the stage where women’s tennis shines, and Mercedes-Benz – synonymous with timeless elegance, innovation and an uncompromising dedication to excellence - perfectly aligns with this ambition. We are proud to join forces with such an exceptional brand as we enter this exciting new era for women’s tennis.”

Marina Storti, CEO of WTA Ventures

By becoming the Premier Partner and Exclusive Automobile Partner of the WTA, Mercedes-Benz is expanding its global presence on the highest level of international sport, building on its long-standing tradition in tennis. The partnership was officially announced at a press conference at the Mercedes-Benz Museum in Stuttgart. Attending guests included WTA founder Billie Jean King, tennis legend Andrea Petković, Marina Storti – CEO of WTA Ventures, Valerie Camillo – Chair of the WTA, Mathias Geisen - Member of the Board of Management, Mercedes-Benz Group AG and Christina Schenck – Vice President Digital & Communications and Investor Relations, Mercedes-Benz AG, as well as Mercedes-Benz brand ambassadors and tennis stars Coco Gauff and Roger Federer.

“From the day we founded the WTA, our mission was to ensure that every girl, every woman, could have a place to compete, be recognized for her accomplishments and make a living playing the sport she loves. Seeing a global brand like Mercedes-Benz stand with us sends a message that echoes far beyond tennis. It says women’s sport matters and our athletes deserve to be seen, heard and given a global platform to shine and inspire. I am incredibly proud to see the WTA carrying our vision forward with purpose and passion.”

Billie Jean King, Founder WTA

The partnership with the WTA will make the Mercedes-Benz star shine once again on the biggest stages in tennis. The star will be present at approximately 30 tournaments in 2026 with even more planned from 2027. It will celebrate its debut on the net at the Mubadala Abu Dhabi Open in Abu Dhabi, United Arab Emirates and the Ostrava Open in Ostrava, Czech Republic, from January 31st to February 7th. On site, Mercedes-Benz will provide an exclusive fleet of vehicles for players, officials and guests and will enable a unique driving experience at each tournament.

With the WTA partnership and new brand ambassador Coco Gauff, Mercedes-Benz is underlining its commitment to women’s sports and the impact of tennis as a global platform.

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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 group.mercedes-benz.com/northamerica.

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

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