



Mercedes-Benz
Press Information

Coco Gauff joins Mercedes-Benz as a new global brand ambassador

- Mercedes-Benz welcomes world #3 ranked tennis star Coco Gauff to its family
- At just 21 years old, the American top player continues to shape the future of tennis
- Having already won two Grand Slam singles titles and one Grand Slam doubles title, Coco Gauff is regarded as one of the most exceptional athletes of her generation

Stuttgart. Mercedes-Benz strengthens its commitment to tennis and is delighted to welcome tennis star Coco Gauff as a new global brand ambassador. The 21-year-old American is widely regarded as one of the best players worldwide and has already achieved remarkable success in her young career. Currently ranked third on the Official Women's Tennis Ranking, Coco Gauff is a generational talent and among the favorites for upcoming Grand Slam Tournaments.

"Coco Gauff is an exceptional athletic talent - focused, resilient, and unafraid to lead. As Mercedes-Benz embarks on an exciting new chapter in tennis, her impact both on and off the court makes her an outstanding ambassador. We're honored to welcome her to the Mercedes-Benz family and look forward to creating meaningful moments for fans worldwide."

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

"For me, tennis has always been about more than just winning. It's about growth, passion and determination. That's why this partnership with Mercedes-Benz feels so special – we share the same drive and belief in pushing boundaries."

Coco Gauff, Mercedes-Benz Brand Ambassador

Even at the outset of her professional career, Coco Gauff has already captured major victories in both Singles and Doubles, cementing her place as one of tennis's brightest rising stars. Of her 21 WTA Tour victories, her Grand Slam Titles stand out among the rest. After winning the US Open in 2023 at just 19 years old, she went on to win the French Open, both in Doubles (2024) and Singles (2025). Beyond her powerful game, determination and energy, Coco is making waves off the court too - shaping culture through media, fashion, and community.

Coco Gauff joins tennis icon Roger Federer as a Mercedes-Benz brand ambassador in tennis. Mercedes-Benz continues to expand its involvement in women's tennis, reinforcing the dedication to the sport and its fans.

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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 <https://group.mercedes-benz.com/northamerica/>.

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