

Beat: Sports

PGA Championship 2015

Educated perfection

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USPA NEWS - 'Educated perfection': Mercedes-Benz is Official Vehicle of the PGA Championship 2015. Mercedes-Benz has been Official Patron of the PGA of America and Official Vehicle of the PGA Championship since 2009. Brand ambassador Martin Kaymer hopes to repeat his 2010 success at Whistling Straits Golf Club.

For the third time since 2004, the PGA Championship is taking place at Whistling Straits Golf Club in Kohler, Wisconsin (USA), from 10 to 16 August. As Official Patron of the PGA of America and Official Vehicle of the PGA Championship, Mercedes-Benz is once again offering spectators and golfers an exclusive insight into the brand through incredible on-site activity and brand ambassador content.

"As the final Major of the year, the PGA Championship constitutes one of the highlights of the international golfing season. Mercedes-Benz is the Official Vehicle of this Major tournament, and shares attributes such as refined sportiness, a distinctive style and a dedication to the perfect drive. These qualities are ones needed to win the famous Wanamaker Trophy and also reflect the values of the Mercedes-Benz brand," said Dr Jens Thiemer, Vice President Marketing for Mercedes-Benz Cars.

Just like last year, the Mercedes-Benz Performance Center is offering all spectators a chance to see current models. The vehicle exhibition includes the GLE 450 4MATIC Coupé, the Mercedes-AMG models GLA 45 4MATIC, GT S and G 63, and the Mercedes-Maybach S 600. In the Mobile Performance Center, Mercedes-Benz is also providing the golfing public with a state of the art swing analysis service, staffed by qualified PGA professionals.

As part of the Mercedes-Benz Performance Drive "Hole-in-One" Challenge, spectators have the chance to win a brand-new 2016 GLE 350. Mercedes-Benz brand ambassador Martin Kaymer, along with Mercedes-Benz USA brand ambassador Rickie Fowler, played their own hole-in-one contest, and signed autographs for delighted fans. Martin Kaymer also participated in a Q&A session hosted by Bill Macatee.

As the Official Vehicle of the PGA Championship, Mercedes-Benz is once again providing a fleet of vehicles during tournament week this year, consisting of S-Class and GL models. Players, coaches and caddies are among those guaranteed to arrive at Whistling Straits Golf Club in exclusive premium style. Martin Kaymer and Rickie Fowler are being provided with an S63 Coupé, as well as a G550 and a GLE63 Coupé.

Germany's top golfer, Martin Kaymer, celebrated his first Major title at Whistling Straits in 2010, when he triumphed over American Bubba Watson following an incredible Playoff. This year Kaymer is aiming to get his hands on the Wanamaker Trophy once again. "Five years after winning the first Major title of my career I'm delighted to be returning to Whistling Straits, a course which brings back such great memories and had such a huge impact on my career. I'm hoping for another strong performance, and to go into the end of the year with as many ranking points as possible," said Kaymer.

Mercedes-Benz brand ambassador Marcel Siem will also be in action at Whistling Straits. The 35 year old, who teed up at The Open and U.S. Open this season, will be looking for a strong performance in what will be his third career PGA Championship.

Fans can visit <https://www.facebook.com/MercedesBenzGolf> to see exclusive behind-the-scenes photos and video content featuring the Mercedes-Benz brand ambassadors. There are also dedicated Mercedes-Benz Golf channels on YouTube: www.YouTube.com/MercedesBenzTV and Instagram: <https://instagram.com/MercedesBenz.Golf>

Mercedes-Benz's involvement in professional golf dates back to the 1980s. Mercedes-Benz was International Partner of the Masters in Augusta from 2008 to 2013, and in 2014 became one of the three global sponsors of the tournament. Thanks to its association with the PGA of America, which began in 2009 the Mercedes-Benz brand is represented as Official Vehicle and Official Patron at the PGA Championship, the Senior PGA Championship and the US Ryder Cup. In 2011, Mercedes-Benz's involvement in golf was extended to include a partnership with The Open, the world's oldest golf tournament. Mercedes-Benz also hosts the MercedesTrophy, which sees more than 60,000 amateur golfers take part across the world each year.

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