

EVENTS/CAUSES

Mercedes-AMG model makes South Beach debut for polo event

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By ELIZABETH ZELESNY

Eyeing a natural fit, German automaker Mercedes-Benz is raising awareness and showcasing the new 2012 CLS63 AMG model to southern Florida car enthusiasts at the Miami Beach Polo World Cup for a second season.

In addition to supporting the AMG Miami Beach Polo World Cup, Mercedes-AMG is also the sponsor of the AMG men's and women's polo teams that feature some of the top players around the world.

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“Due to the natural affinity between polo and the AMG brand, the Miami Beach Polo World Cup attracts the type of potential AMG buyers that we seek,” said Lisa Holladay, national manager of brand experience marketing at Mercedes-Benz USA, New York.

Merc polo

The Miami Beach Polo World Cup is from April 21-24. The polo tournament benefits Big Brothers Big Sisters of Greater Miami and the National Foundation for Missing and Exploited Children.

Big Brothers Big Sisters is a mentoring organization nationwide in which volunteers provide support and advice to youth.

Miami Beach Polo World Cup 2011 Promotion

The National Foundation for Missing and Exploited Children is a nonprofit focused on the issues of missing and sexually exploited children.

Separate men's and women's polo events take place in Miami Beach between 20th and 22nd streets behind The Setai hotel.

Guests can see the 2012 Mercedes-AMG 4-door coupe in-person at the tournament before it reaches dealerships in early June.

The AMG title sponsorship allows Mercedes-Benz to participate in all of the events surrounding the polo tournament.

Top customers can view the World Cup from an exclusive VIP area that offers hospitality and the best view of the match.

"AMG, the performance brand of Mercedes-Benz, and the game of Polo share many similar qualities," Ms. Holladay said. "Both are rich in history and based on skill, power and performance.

"For that reason, AMG has been associated with polo tournaments from around the world," she said.

In fashion

Many luxury brands are taking interest in sports partnerships.

Whether brand executives enjoy watching or participating in sports, or have clients that do, sporting events seem to be heavily associated with luxury brands.

For example, Rolex sponsored the US Sailing Rolex Miami OCR Olympic and Paralympic championships in January ([see story](#)).

Additionally, Hugo Boss launched a mobile application to let consumers follow the brand's journey during the Barcelona World Race 2010/2011 ([see story](#)).

Mercedes-Benz's marketing plans involve participation in popular events and activities.

The goal of these sponsorships is to highlight the brand's values and intersect with the interest of its customers.

The automaker celebrated the 125th anniversary of the invention of the automobile by showcasing 250 rare vehicles at the 16th annual Amelia Island Concours d'Elegance ([see story](#)).

Perhaps one of the automaker's most iconic sponsorships is the Mercedes-Benz Fashion Week held in New York.

During this year's Fashion Week, Mercedes-Benz promoted its 2010 CLS63AMG model throughout the streets of New York via a taxi service that found fashion-savvy pedestrians and brought them to their destination ([see story](#)).

"Combining polo in the city of Miami couldn't be a better fit for AMG," Ms. Holladay said. "Miami and South Florida represent the third-largest market for AMG vehicles in the U.S.

"This AMG buyer embodies the ideal lifestyle in southern Florida, adventurous yet demanding individuals who wish to display a sense of style that sets them apart from the normal automobile enthusiasts," she said.

Final take

Horses or horsepower?