

AUTOMOTIVE

Mercedes works with tennis player as new ambassador

July 24, 2018



Sloane Stephens is Mercedes latest ambassador. Image credit: Mercedes

By STAFF REPORTS

German automaker Mercedes-Benz is entering the tennis world with a new ambassador.

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American tennis player Sloane Stephens is joining Mercedes Benz USA as an ambassador for its latest partnership. The brand will be sponsoring her and gifting her a 2018 Mercedes-Benz GLE 63 S Coupe.

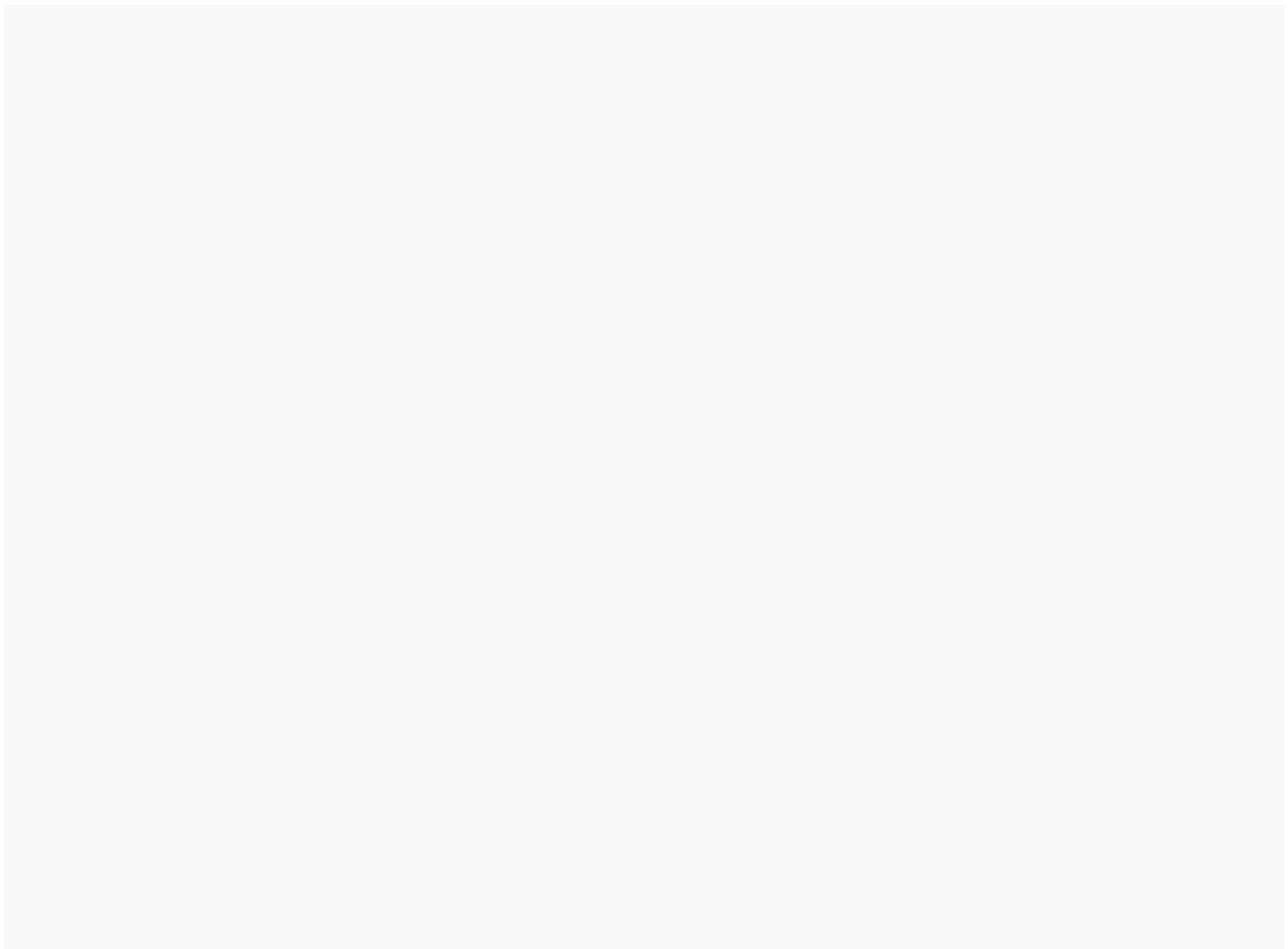
Driving relationships

Ms. Stephens will now be a part of content in regards to Mercedes' U.S. marketing following the announcement of their partnership.

Mercedes, which is already a sponsor of the U.S. Open, will be supporting her as she continues to compete in the tennis world. Most recently, she won at the Miami Open and was a runner up at the French Open.

"I am absolutely honored to be a part of the Mercedes-Benz global family," Ms. Stephens said. "Mercedes-Benz is constantly raising the bar in the automotive industry, which is similar to how I approach tennis.

"We both want to perform at the highest level and be the best in the world," she said.



Trials make you stronger. As an athlete you have to recognize when to push ahead and not to dwell. I won't be dwelling. Onward. #wimbledon

A post shared by Sloane Stephens (@sloanestephens) on Jul 3, 2018 at 2:00pm PDT

In another recent campaign, Mercedes-Benz put visualizations to the words that describe and make up its brand in a multi-tiered campaign.

Appealing to affluent golf watchers, Mercedes' campaign premiered during coverage of the Masters golf tournament, which ran from April 5 to 8. The campaign was comprised of a series of spots, each of which focused on an adjective that Mercedes feels describes itself ([see story](#)).

"Sloane Stephens is the perfect athlete to represent the Mercedes-Benz brand globally," said Monique Harrison, department head of brand experience and marketing at Mercedes-Benz USA, in a statement. "She has emerged as a powerhouse in the world of tennis, and has her sights set on being the best.

"We are excited to see her strive for greatness and help grow the game," she said. "At such a young age, she has already proven to be a star, making her an ideal fit for our brand."

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