

AUTOMOTIVE

## Maserati sponsors Rolex Monte-Carlo Masters tournament

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*Maserati is the official vehicle of the tennis tournament in Monaco. Image credit: Rolex Monte-Carlo Masters*

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati has announced its sponsorship of the upcoming renowned Rolex Monte-Carlo Masters tennis tournament.

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The Monte-Carlo Masters is the first European tournament in the ATP Tour Masters 1000 series. The sponsorship agreement between the brand and tournament aims to showcase Maserati's values on an international stage at one of tennis' most prestigious events.

Tennis in style

From April 9-17, Maserati will showcase the latest models in its range and, as the tournament's official car, will offer a dedicated fleet to transport players and guests around the premises.



*Maserati's newest models will be on display at the tournament. Image credit: Maserati*

As a sponsor, Maserati hopes to instill in audiences its values of passion and sport through technological innovation and unique design.

Throughout its history as an organized sport and due to its nature, tennis has often welcomed luxury with open arms and vice versa.

From player endorsements, such as Tag Heuer and Naomi Osaka ([see story](#)) and Matchesfashion and Roger Federer ([see story](#)) to tournament sponsorships, luxury brands have found a way to make their brands known in this world.

British automaker Jaguar Land Rover has served as the official car partner to Wimbledon since 2015, supplying a fleet of more than 17 vehicles for event operations during the tournament ([see story](#)).

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