

SPORTS

Mercedes-Benz, Roger Federer ally on philanthropic Neon Legacy

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Roger Federer and Mercedes-Benz are tapping each other audiences for the new Neon Legacy effort. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automotive giant Mercedes-Benz and Swiss tennis champion Roger Federer are partners in "Neon Legacy," an initiative which will include various projects that focus on giving back to the community.

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The first of these projects will be the auctioning Nov. 26 of a Mercedes-AMG GT 63 SE Performance at Sotheby's auction house in London. The car first appeared in late September at the Laver Cup indoor tennis competition in London, turned out in neon yellow the color of a tennis ball and bears the tennis star's personal signet.

"Inspired by our longtime partner, Roger Federer, it's a true honor for us to support the Neon Legacy Initiative," said Britta Seeger, member of the board of management of Mercedes-Benz Group AG, in a statement. "We are proud to be building this initiative together with Roger to make a noticeable difference for society."



Swiss tennis player Roger Federer is the frontman for the Mercedes-Benz Neon Legacy project. Image credit: Mercedes-Benz

Perfect match

Promotional stills and video for the partnership on [Mercedes-Benz](#) website show the car sitting on a surface made to look like a tennis court where the lines are etched in blazing yellow neon.

The proceeds of the auction will enable the restoration of one of London's tennis courts, allowing all members of the local public to play in a high-quality setting.

This project will be in collaboration with two famed street artists, brothers Florin and Christoph Schmidt of Berlin, known professionally as "Low Bros."

A documentary about the street court renovation is due next year.

"I am honored and proud to have a longtime partner in Mercedes-Benz, who shares these same values through their commitment to supporting the needs of our communities," Mr. Federer said in a statement.