

AUTOMOTIVE

# Mercedes-Benz locks in with WTA as exclusive automobile partner

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*Mercedes-Benz will serve as premier partner and exclusive automobile partner at WTA 1000, 500 and 250 tournaments globally, maintaining a unique experiential presence at circuit matches from 2026. Image credit: Mercedes-Benz*

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By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is placing its bets on women's professional sports.

The marque has secured a long-term sponsorship arrangement with the Women's Tennis Association (WTA), announcing the deal, which begins next year, on Dec. 10. Mercedes-Benz will serve as premier partner and exclusive automobile partner at WTA 1000, 500 and 250 tournaments globally, maintaining a unique experiential presence at circuit matches from 2026.

"Tennis has always been close to our hearts at Mercedes-Benz a sport defined by dedication, responsibility and self-confidence," said Mathias Geisen, marketing and sales lead and member of the board of management at Mercedes-Benz Group AG, in a statement.

"As the worldwide Premier Partner, our new long-term partnership with the WTA reflects our strong commitment not only to the sport, but also to the values it represents."

## **WTA Tour - driven by Mercedes-Benz'**

The "WTA Tour - driven by Mercedes-Benz" starts in January. The relationship debuts at the Mubadala Abu Dhabi Open and Ostrava Open from Jan. 31 to Feb. 7, 2026.

Mercedes-Benz will plant its branding at approximately 30 WTA tournaments next year, with more to come in 2027.



*The partnership announcement occurred at a press conference at the Mercedes-Benz Museum in Stuttgart. Image credit: Mercedes-Benz*

At each tournament, Mercedes-Benz will supply vehicle fleets for players, officials and guests while creating specialized driving experiences. The manufacturer intends to develop premium touchpoints for attendees across the global tennis calendar.

The partnership announcement occurred at a press conference at the Mercedes-Benz Museum in Stuttgart, attended by WTA founder Billie Jean King, former player Andrea Petkovi, WTA Ventures CEO Marina Storti, WTA Chair Valerie Camillo, Mercedes-Benz board member Mathias Geisen and brand ambassadors Roger Federer and Coco Gauff ([see story](#)).



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"Our partnership with the WTA celebrates women who are redefining the future of the sport on and off the court," said Christina Schenck, vice president, digital, communications and investor relations at Mercedes-Benz AG, in a statement.

"Their dedication and relentless pursuit of progress reflect our own commitment to innovation," Ms. Schenck said. "By supporting their stories on a global stage, Mercedes-Benz aims to inspire new talent, engage fans and customers worldwide, and demonstrate what human potential can achieve."