



The Open Championship 2014

Mercedes-Benz – an Official Patron of The Open Championship



Mercedes-Benz



Dear Mercedes-Benz golf friends,

Over decades golf has grown to become an integral part of Mercedes-Benz engagements in sport. Together with our partnership with the Masters and the PGA Championship, Mercedes-Benz is very proud to be an Official Patron of The Open Championship, the prestigious and most traditional Major in the world.

Over the past 154 years The Open Championship has been held at fourteen of the greatest and most demanding links courses in Great Britain and Northern Ireland. Each year The Open Championship attracts not only golfers but golf fans from all over the world, all of whom are eagerly awaiting this challenging Major. This year's Open venue, Royal Liverpool Golf Club – often referred to as Hoylake – is the second-oldest seaside links golf course in England, and was the first course in North-West England to host The Open.

With great excitement we are awaiting our Mercedes-Benz brand ambassadors at Hoylake – Adam Scott, Louis Oosthuizen and of course our most recent Mercedes-Benz brand ambassador Martin Kaymer. Adam Scott, 2013 Masters Winner, will hopefully make his dream come true and win this prestigious championship for the first time after missing out so tragically in 2012 and finishing T3 in 2013. Louis Oosthuizen, The Open Championship Winner in 2010, is certainly striving for another victory this year, along with Martin Kaymer, who is eager to join the winner circle again in 2014 and add another Major victory to his 2010 PGA Championship title.

Some of you will be our guests because you have been the lucky ones who qualified through the Mercedes-Benz unique special competition 'Drive to the Major' which is played worldwide during the MercedesTrophy series. The 'Drive to the Major' competition is the single entry point worldwide to win a spot in the Monday After Event played directly after The Open Championship on the same course where the world's best golfers have played the day before for the Claret Jug. So congratulations to all of you!

But of course we are pleased to offer all our guests this 'once-in-a-lifetime' chance to benefit from this partnership and be part of this exclusive experience full of legendary moments supporting the Mercedes-Benz brand ambassadors. Premium hospitality, VIP chauffeur service, entertaining evening programmes and VIP invitation-only tickets ensure an experience beyond comparison. We hope that you find this offer appealing and are looking forward to welcoming you to The Open Championship 2014.

Kind regards,

Ola Källenius

Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales





The Open Championship

The purest form of golf - uniqueness through tradition and history

The Open Championship is golf's oldest Major. Played since 1860 on British links golf courses, it is the game's most international Major Championship. The symbol of The Open is the most coveted trophy in the game of golf and one of the most iconic in sport: The Claret Jug. For one week each year, the pursuit of the famous Claret Jug trophy is the focus of the sporting world, followed globally by millions of fans. Yet it is not the original prize! When the Championship began at Prestwick in 1860, the winner was presented with the 'Challenge Belt', made of rich moroccon leather with a silver buckle. 1870, only ten years later, Tom Morris Junior won for the third consecutive time and became the owner of the belt. After two years of discussion by the parties involved it was decided to replace it with the present trophy: The Claret Jug.

The Open Championship is the third Major of the season and is played in the third week of July. This year's Open will return to Royal Liverpool Golf Club (Hoylake) for the 12th time and will be the 143rd Open Championship.

Hoylake is known as a tough but fair test of golf. The course is mostly level, but the holes nearest to the coast run through sandhills. Since the successful return to The Open rota in 2006, the links has been modified and improved under the supervision of celebrated architect Martin Hawtree, aiming to continue the tradition of identifying the greatest champions. Both then and now the course can be described as the legendary golf writer Bernard Darwin quoted 'Hoylake, blown upon by mighty winds, breeder of mighty champions'.

With the return of The Open Championship to this historic place the best players in the world, including our Mercedes-Benz brand ambassadors Adam Scott, Martin Kaymer and Louis Oosthuizen, will be teeing off to win the coveted Open Championship trophy, the Claret Jug.





‘Drive to the Major’ Package



Programme

‘Drive to the Major’ Package

Wednesday, July 16, 2014

- Mercedes-Benz VIP shuttle service from Manchester/ Liverpool Airport
- Arrival of guests by 6.00 pm & check-in at The Mere Resort in Cheshire
- Exclusive Mercedes-Benz welcome reception and dinner

Thursday, July 17, 2014

- The Open Championship Round 1
- Thrilling Mercedes-Benz Driving Experience
- Dinner and evening at The Open venue with well-known golf personalities

Friday, July 18, 2014

- ‘Drive to the Major’ qualification tournament
- All accompanying persons have the option to watch the ‘Drive to the Major’ golf tournament, relax in the The Mere Health Club & Spa or take a city trip to Manchester.
- ‘Drive to the Major’ awards ceremony and dinner at a fascinating traditional castle/cathedral

Saturday, July 19, 2014

- The Open Championship Round 3
- Gourmet dining at a renowned local restaurant

Sunday, July 20, 2014

- The Open Championship Final Round and official presentation ceremony
- Exclusive farewell dinner with entertainment at The Mere Resort

Monday, July 21, 2014

- ‘Drive to the Major’ Monday After Event at The Open venue for the lucky winners
- Check-out at The Mere Resort and departure
- Mercedes-Benz VIP shuttle service to Manchester/ Liverpool Airport

Package Details

‘Drive to the Major’ Package

1. Accommodation at The Mere Resort (5 overnight stays)

The Mere Golf Resort & Spa is Cheshire's premier resort destination with a modern 81 individually designed bedroom hotel, state-of-the-art luxury spa and a 18-hole championship golf course, regional qualifying venue for The Open 2014. Located near Knutsford and set alongside The Mere Lake, the resort is easily accessible and close to the bustling cities of Chester, Manchester and Liverpool.

2. Mercedes-Benz VIP shuttle service

- to/from Manchester/ Liverpool airport (individual shuttles will be arranged according to the guest’s flight details)
- to/from Royal Liverpool Golf Club (shuttles will run on a pre-set schedule)
- to/from all evening functions and side programme venues

3. VIP invitation-only tickets for The Open Championship 2014

The Open VIP invitation-only tickets for July 17/19/20 including admittance to the private Mercedes-Benz VIP hospitality area

4. Offer of daily amenities during the whole stay

- Breakfast will be available at The Mere Resort.
- Lunch and afternoon fare will be served at the Mercedes-Benz VIP hospitality area at Royal Liverpool Golf Club (Hoylake) or during all side events.
- Evenings will feature first class cocktail reception and gourmet dining at diverse locations in the surrounding area.

5. Participation in the Mercedes-Benz Driving Experience

- Opportunity for all guests to participate in a thrilling Mercedes-Benz Driving Experience.

6. Participation in the ‘Drive to the Major’ qualification tournament

Qualifiers of the ‘Drive to the Major’ competition will be eligible to participate in the qualification tournament to win a spot in the Monday After Event, directly played after The Open Championship on Monday at Royal Liverpool Golf Club (Hoylake). Accompanying persons have the possibility to participate in a side programme.





‘The Mercedes-Benz Open Experience’ Package



Programme

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He will arrive in top form.

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Dedicated to the perfect drive. www.mercedes-benz.com/golf





Mercedes-Benz
The best or nothing.

Fuel consumption urban/extra-urban/combined: 13.3–6.6/7.5–4.7/9.6–5.5 l/100 km; combined CO₂ emissions: 225–146 g/km. Efficiency class: D–A.
Figures do not relate to the specific emissions or fuel consumption of any individual vehicle, do not form part of any offer and are intended solely to aid comparison between different types of vehicle. The vehicle shown features optional equipment.



Mercedes-Benz – A Daimler Brand

Daimler AG, Mercedesstraße 137, 70327 Stuttgart – Daimler Communications, 70546 Stuttgart, Germany

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