

Dear Valued Customers,

Golf has been played in Malaysia for over 100 years. With its long and successful history, the MercedesTrophy has become increasingly popular in more than 50 countries. Every year, the tournament attracts more than 55,000 Mercedes-Benz customers worldwide all sharing the same passion towards golf and the Mercedes-Benz brand. The tournament is designed to transform a pure sporting extravaganza into a lifestyle brand experience specially tailored to the needs of our valued customers.

Continuing into its 21st straight year in the corporate golf tournament, Mercedes-Benz Malaysia would like to invite you to participate in the upcoming golfing highlight, the MercedesTrophy 2011.

The tournament will kick off at the lush greens of Tiara Melaka Golf & Country Club, Melaka on 20 April 2011. This will be followed by seven more qualifying rounds nationwide and conclude with the Malaysian finals at the Saujana Golf & Country Club, Selangor on 23 June 2011.

For more information, kindly refer to the enclosed entry form, log on to www.mercedes-benz.com.my or contact our Customer Care Center at **1-800-88-1133**.

We look forward to seeing you at the MercedesTrophy 2011.

Thank you.

Yours Truly,

Mercedes-Benz Malaysia Sdn Bhd



Elaine Hew
General Manager, Marketing Communication



MercedesTrophy

Marketing Partners:



Every star needs to be discovered.

The MercedesTrophy 2011. Now open for registration.



Mercedes-Benz

MercedesTrophy Golf Challenge

The MercedesTrophy, with a renowned international golf tournament reputation, is once again here to transform a pure sporting extravaganza into a 'lifestyle brand experience'.

The participants of this tournament comprised distinguished achievers from all walks of life and many find this event a great opportunity to meet and interact with other Mercedes-Benz owners.

The series starts with invitation tournaments at a local level where Mercedes-Benz owners can qualify for the national final of the country in question or subsequently the regional final. The climax of the series is then the World Final, which for years has been held traditionally in and around Stuttgart, the "cradle of the automobile". This venue underlines the close relations between the brand Mercedes-Benz and golf.

The top two winners in each handicap categories for Men's Categories and the winner of the Women's Category at the Malaysian Selection will qualify for the Asian final, with an all expenses paid trip to Australia. The winner of each handicap category at the Asian Finals will qualify for the World Final in Stuttgart, Germany. Players will stand a chance to win a Mercedes-Benz, if they succeed to enter a Hole-in-One.

ENTRANCE FEE

ENTRANCE FEE is RM350.00 per participant. All entries must be submitted on the official Entry Form (photocopy of entry form is acceptable) with full details and signature accompanied by the entrance fee by **22 April 2011 except for Melaka's leg (QR1), 15 April 2011**. Bank draft/cheque should be made payable to Mercedes-Benz Malaysia Sdn Bhd. Acceptance is based on first-come-first-serve basis.

Entrance fee is not refundable. It may be transferred if notice of transfer in writing is made not less than 10 working days before date of tournament. All entries must be accompanied with latest copies of Mercedes-Benz Passenger Car Registration Card.

Participants driving a Mercedes-Benz company registered vehicle are required to submit an authorisation letter from their respective company confirming that he/she is the authorised user of the vehicle. A copy of the latest car registration card and business card is also required. Each Mercedes-Benz company car is entitled to only one entry.

Each participant can compete in one (1) qualifying round only. Subsequent entry will depend on availability.

INTERNATIONAL MercedesTrophy CONCEPT

MercedesTrophy Malaysian Final, 23 June 2011

MercedesTrophy Asian Final, 24 - 26 August 2011, Australia

MercedesTrophy World Final, 28 September - 3 October 2011, Germany

VENUES & DATES

ZONE	VENUE	DATE
Qualifying Round 1	Tiara Melaka Golf & Country, Melaka	20 April
Qualifying Round 2	Saujana Golf & Country Club, Selangor	27 April
Qualifying Round 3	Saujana Golf & Country Club, Selangor	28 April
Qualifying Round 4	Penang Golf Resort, Penang	5 May
Qualifying Round 5	Saujana Golf & Country Club, Selangor	11 May
Qualifying Round 6	Saujana Golf & Country Club, Selangor	12 May
Qualifying Round 7	Sutera Harbour Marina GCC, Sabah	26 May
Qualifying Round 8	Horizon Hills GC, Johor Bahru	9 June
Country Final	Saujana Golf & Country Club, Selangor	23 June

Competitors' Categories winners from 8 qualifying rounds will compete at the Malaysian Final.

ELIGIBILITY

The Tournament is open exclusively to all Mercedes-Benz Passenger Car (MBPC) customers of Mercedes-Benz Malaysia's authorised dealers*. Participants may nominate one Non-MBPC customer to the golf competition**. There will only be ONE round of selection for Women Category, which is at the Qualifying Round 6, Saujana Golf & Country Club on 12 May 2011. The winner will qualify for the Asian Finals. If any ladies wish to participate in the other legs, her handicap will be bound by the handicap categories i.e maximum 24 and compete together with the men.

* MB owners who purchased from non-authorised dealers may participate but are only eligible for Guests' Category, Hole-in-one Prize and lucky draw prizes. Entry acceptance is based on first-come-first serve basis. Decision to accept any invitation / recommendation is at the full discretion of Mercedes-Benz Malaysia.

** Nominees are only eligible for Guests' Category, Hole-in-one Prize and lucky draw prizes. Entry acceptance is based on first-come-first serve basis. Decision to accept any invitation / recommendation is at the full discretion of Mercedes-Benz Malaysia.

HANDICAP CATEGORIES

Customers' Categories

MEN	Category A	-	Handicap 0-12
	Category B	-	Handicap 13-20
	Category C	-	Handicap 21-24

WOMEN	Category D	-	Handicap 0-36
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Guests' Category

MEN & WOMEN	-	Handicap 0-36
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ASIAN FINAL

The two net winners in each handicap category for Men's Categories and the winner of Women's Category at the Malaysian Selection will qualify for the Asian Final. Participants of the Asian Final in 2009 & 2010 will NOT be eligible to take part in 2011 Asian Final. He/she will be able to take part in 2012 if he/she wins again. The seven participants of each country will form a team. The team result will be the three highest Stableford points scored out of 7 team-mates achieved in two days.

THE WORLD FINAL

A player may qualify for the World Final only once.

The net winner of each handicap category at the Asian Final will qualify for the World Final in Germany. Only one qualifier of the same nationality will be selected for the World Final. The Asian Final tournament committee will decide.

For further enquiry, please call Marketing Department Tel : **03-2246 8978/8757/8750**
Customer Care Center : **1-800-88-1133**

