



For immediate release

15 August 2013

## Mazda UK tees up with European Senior Tour

- Mazda sponsors the Travis Perkins plc Senior Masters
- Brand awareness focus targeted at golf fans
- Online competition offers big prizes to winners including the 'Ultimate Golf Drive'

Mazda UK is the 'Official Vehicle Partner' for one of the most prestigious events on the European Senior Tour - the Travis Perkins plc Senior Masters - taking place from 30 August to 1 September 2013. The event is hoping to beat last year's record crowd of 23,000 people over the three days of the 54-hole competition where the manufacturer will use the event to further raise brand awareness among company car drivers.

The Travis Perkins plc Senior Masters is being held for the 13<sup>th</sup> time over the Duke's Course at Woburn and for the first time 2010 European Ryder Cup Captain Colin Montgomerie is among the legends of the game competing.

Mazda will be exhibiting a number of cars at the venue – the fleet favourite multi award-winning all-new Mazda6 featuring breakthrough emissions-busting SKYACTIV technology and the SKYACTIV Mazda CX-5 compact SUV, alongside will be the iconic Mazda MX-5, the world's best-selling two seater sports car.

During the event there will also be Mazda branding throughout the course. A highlights package from the event will be screened daily on Sky Sports that will further boost Mazda brand exposure.

Mazda Head of Fleet Steve Tomlinson said: "Many visitors to the Senior Masters will be company car drivers, which is a major target audience for Mazda, especially with our all-new Mazda6. Our first-time sponsorship involvement will raise brand awareness and encourage attendees to consider Mazda when they choose their next company car."

The European Senior Tour Order of Merit is currently led by one of the continent's best known golfers, Germany's Bernhard Langer, and leading players that will be trying to close that gap at Woburn include last year's winner Des Smyth, along with Sam Torrance, Ian Woosnam and Mark James.

Tomlinson said: "Participation in golf is increasing and there is phenomenal interest from people wanting to see events on the Senior Tour as demonstrated by record attendance at the Senior Masters last year and an expectation of that figure being exceeded this year."

Ahead of the event Mazda UK is holding a competition to win the an 'Ultimate Golf Drive' as the first prize, this includes the loan of a stylish top-of-the-range Mazda for a month, as well as two rounds of golf at one of the UK's top golf resorts, overnight accommodation, breakfast, dinner and two tickets to any day of the Senior Masters. Second prize is £300 worth of Woburn Pro Shop vouchers to be spent on clothing designed by top golfer Ian Poulter, Woburn's touring professional, and two any-day tickets to the event; with further prizes, including 60 pairs of any-day tickets to the event, up for grabs. To enter go to [www.mazdagolf.co.uk](http://www.mazdagolf.co.uk). Competitions entries close on 22 August 2013.

Tomlinson concluded: "Mazda's partnership with the Senior Masters promises to be exciting for both parties and we are confident that the relationship will help showcase our comprehensive model range."

- Ends -

Further press information is available from [www.mazda-press.co.uk](http://www.mazda-press.co.uk)  
Interactive Press Packs for all models are available from [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

**For further information please contact one of the following:**

*Graeme Fudge, PR Director / T: 01322 622 691 or via E-mail: [gfudge@mazdaeur.com](mailto:gfudge@mazdaeur.com)  
Alison Terry, Press Officer / T: 01322 622 713 or via E-mail: [aterry@mazdaeur.com](mailto:aterry@mazdaeur.com)*

Follow us on Twitter @mazdakpr

Ref: 130815HA