

Alfa Romeo Becomes Global Partner of the Presidents Cup 2017

- Italian premium automotive brand joins Citi, Rolex

May 31, 2017, Auburn Hills, Mich. - The PGA TOUR announced today that Italian premium automotive brand [Alfa Romeo](#) has become the third Global Partner of the Presidents Cup, joining Citi and Rolex. Alfa Romeo will be prominently represented when the biennial competition resumes the week of September 26-October 1 at Liberty National Golf Club in Jersey City, New Jersey. The partnership will showcase Alfa Romeo's exciting series of new model launches, including the all-new Alfa Romeo [Stelvio](#), which will mark its arrival in the U.S. this year, and the all-new Alfa Romeo [Giulia](#). Also featured as part of the Alfa Romeo lineup will be the Alfa Romeo [4C Coupe](#) and [4C Spider](#).

As a Global Partner, Alfa Romeo will gain exposure through PGA TOUR media and marketing assets, including advertising and in-program enhancements on Golf Channel and NBC during television coverage of the Presidents Cup; onsite branding and hospitality; and extensive exposure on TOUR-related media, including PGATOUR.COM, PresidentsCup.com and other digital properties. Alfa Romeo will also have brand exposure at the Presidents Cup Fan Experience, located at the Oculus at the World Trade Center in New York City.

"We are very excited to welcome such an iconic global brand as a new Global Partner of the Presidents Cup," said Charlie Zink, Chairman of the Presidents Cup. "Alfa Romeo's reputation for excellence, innovation and its distinguished history in auto racing make it an ideal fit for a premier international team event featuring the best golfers in the world. Alfa Romeo is seeing increasing presence on a global stage and we couldn't be more thrilled that they have selected the Presidents Cup as a premier partner in the positioning and evolution of their momentous brand."

"Precision and the ability to adapt to any situation, whether on the Nürburgring or on the grounds of Liberty National golf course, are elements for driving to success, shared by both Alfa Romeo and members of the PGA TOUR," said [Reid Bigland](#), Head of Alfa Romeo. "Our partnership with the PGA TOUR and the Presidents Cup fittingly aligns the brand with the world's best golfers, whose desire to compete furthers passion for both the game and Alfa Romeo."

The 12th Presidents Cup will be held for the first time in the New York Metropolitan area following its historic 2015 staging in South Korea, which resulted in a thrilling 15½-14½ victory by the U.S. Team at Jack Nicklaus Golf Club Korea in Songdo IBD, Incheon City. The Presidents Cup's first appearance in Asia drew more than 100,000 spectators, nearly 1 million social media engagements and 1.1 billion social media impressions.

The U.S. now holds a 9-1-1 lead with first-time U.S. Team Captain Steve Stricker going against returning International Team Captain Nick Price. Also for the first time, there will be four captain's assistants for each team: Stricker will be assisted by Fred Couples, Jim Furyk, Davis Love III and Tiger Woods; Price will have Ernie Els, Tony Johnstone, Geoff Ogilvy and Mike Weir.

To purchase tickets or for updates on the Presidents Cup, check www.presidentscup.com, join us on Facebook at www.facebook.com/thepresidentscup, Twitter and Instagram at @presidentscup and sign up for the Presidents Cup e-newsletter.

About the Presidents Cup

The Presidents Cup, a team match play competition featuring 24 of the world's top golfers – 12 from the United States and 12 from around the world, excluding Europe – is held every two years, and since 1996 has alternated between United States and international venues. The Presidents Cup was developed to give the world's best non-European players an opportunity to compete in international team match-play competition. The U.S. Team has won

nine of the 11 previous Presidents Cups, and the only outright win by the International Team came at the 1998 event in Melbourne. A historic 17-17 tie came in 2003 when the event was held in South Africa.

The Presidents Cup is a unique golf event in that there is no purse or prize money; instead, each player, captain and captain's assistant allocates an equal portion of the funds generated to charities of his choice. Since the inception of the Presidents Cup in 1994, more than \$38.4 million has been raised for charity from event proceeds. Over the past 21 years, the Presidents Cup has impacted more than 450 charities in 15 countries worldwide and 35 states in the U.S.

Alfa Romeo, Citi and Rolex are the exclusive Global Partners of the Presidents Cup.

About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Additional information may be found at www.citigroup.com, Twitter @Citi, [YouTube](#), [blog](#), [Facebook](#) and [LinkedIn](#).

About Rolex

Leading brand of the Swiss watch industry, Rolex, headquartered in Geneva, enjoys an unrivalled reputation for quality and expertise the world over. Its Oyster and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. Founded by Hans Wilsdorf in 1905, the brand pioneered the development of the wristwatch and is at the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism invented in 1931. Rolex has registered over 400 patents in the course of its history. A truly integrated and independent manufacturing company, Rolex designs, develops and produces in-house all the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Rolex is also actively involved in supporting the arts, sports, exploration, the spirit of enterprise, and the environment through a broad palette of sponsoring activities, as well as philanthropic programmes.

Alfa Romeo

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a benchmark in performance, style and technology in an SUV. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies and an exhilarating driving experience to the premium midsize sedan segment. In early 2023, Alfa Romeo will offer its first compact SUV with the all-new Tonale. The globally available Tonale is part of a radical evolution taking place at Alfa Romeo, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

Follow Alfa Romeo brand news and video on:

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Alfa Romeo newsroom: <https://media.stellantisnorthamerica.com/newsroom.do?id=292&mid=446>

Consumer website: www.alfaromeousa.com and www.alfaromeo.com

Facebook: [Alfa Romeo USA](#)

Instagram: [@alfaromeousa](#)

Twitter: [@alfaromeousa](#) and [@StellantisNA](#)

[YouTube: https://www.youtube.com/StellantisNA](https://www.youtube.com/StellantisNA)

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>