



ROLEX AND TENNIS

Rolex supports the most prestigious tennis tournaments, the leading men's and women's players, and has been a loyal and enthusiastic partner of the game for more than 40 years. During this time, it has built a rich legacy of championing excellence and helping to maintain the sport's traditions.

AT THE APEX OF TENNIS

Rolex is a principal supporter of tennis, its commitment extending across the men's and women's game and embracing high-quality events and exciting talent.

The leading Swiss watchmaker partners the four Grand Slam® tournaments, namely:

- the Australian Open, in January;
- Roland-Garros, in late May/early June;
- The Championships, Wimbledon, in July;
- the US Open, in late August/early September.

Rolex's presence at the heart of tennis is centred on the brand's close ties with the bodies that govern the sport, including the men's Association of Tennis Professionals (ATP). Rolex is also associated with the ATP's and Women's Tennis Association (WTA)'s end-of-season championships, respectively:

- the Nitto ATP Finals;
- the WTA Finals.

Rolex sponsors the leading international men's team competition, the Davis Cup Finals, an event steeped in history and one that embodies exemplary sportsmanship.

Rolex counts among its Testimonees some of the sport's most distinguished players to have graced the tennis court, including Chris Evert, an 18-time Grand Slam® singles champion; Björn Borg, who won five consecutive Wimbledon singles crowns along with six at Roland-Garros; Rod Laver, the only professional to win all four Grand Slam® singles titles in a calendar year (1969), having also achieved the feat as an amateur in 1962; and Swiss champion Roger Federer, the first man to win 20 Grand Slam® singles titles.

These partnerships build on a tradition that began in 1978 when Rolex forged its association with Wimbledon, the sport's oldest and most revered tournament.