



Press Release, 4th February 2026

Another star for the Longines Luhmühlen Horse Trials



STERNPARTNER SE & Co. KG, represented by the Mercedes-Benz brand, has been confirmed as new automotive sponsor of the Longines

Luhmühlen Horse Trials, to be staged from 18–21 June 2026. “Star” refers to the German word “Stern”, reflecting STERNPARTNER’s new role as a main sponsor. The event’s title partner is Longines, who also present the prestigious Five-Star competition. STERNPARTNER joins Meßmer and Lotto Niedersachsen as an additional main sponsor of the event.

Headquartered in Hamburg, STERNPARTNER is among the largest Mercedes-Benz dealer groups in Germany. More than 1,500 members of staff are employed across 24 locations within the Hamburg–Hanover–Bremen region. “We are firmly rooted in the region and feel a strong sense of responsibility towards the interests of the local community,” says Franco C. Barletta, Chief Executive Officer of STERNPARTNER. “Equestrian sport undoubtedly plays an important role in this. We are delighted to support this historic event as its official mobility partner.”

Throughout the competition, visitors will encounter the strong fleet presence of the STERNPARTNER Group, with Mercedes-Benz passenger cars, trucks and commercial vehicles in operation across the event site. Rembert Kübel-Heising, Managing Director and shareholder of TGL Turniengesellschaft mbH, commented: “We are extremely grateful to welcome STERNPARTNER as a further main sponsor. Their commitment provides both encouragement and opportunity for us to continue the development of this very special event in Luhmühlen.”

Felix Manzke added: “Within the Manzke Group, STERNPARTNER has been a trusted partner to our heavy-haulage fleet for decades. As a shareholder of TGL, I am therefore particularly pleased by the involvement of this strong, nationwide partner.



The exclusivity and heritage of the Mercedes-Benz brand align perfectly with the character of the Longines Luhmühlen Horse Trials."

STERNPARTNER Treats Luhmühlen Fans



Attention, Luhmühlen fans: The new main sponsorship partnership between STERNPARTNER and the Longines Luhmühlen Horse Trials comes with a special bonus for spectators: STERNPARTNER is giving away five pairs of grandstand season tickets.

The competition launches on 9 February 2026 on Instagram and Facebook.

Tickets: www.ticketmaster.de

News: www.luhmuehlen.de



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