

BY GODFREY ROBERT

HOW LEGENDARY PALMER TEED OFF WITH ROLEX BRAND

WOODS CONTINUED THE REMARKABLE TREND SET BY 'BIG THREE' OF PALMER, NICKLAUS AND PLAYER

"I'm not much for sitting around and thinking about the past or talking about the past. What does that accomplish?

"If I can give young people something to think about, like the future, that's a better use of my time.

The legendary golfer Arnold Palmer makes a good point, but the reality in golf chatter is that we always, inevitably, dredge into the past.

Golf enthusiasts love walking down memory lane. For golf history is rich in characters, sensational shots and wins, and a host of remarkable scenes.

And one golfer who has contributed greatly to that prolific accounts is Palmer himself, the man who revolutionised the game.

The apex in the triumvirate, popularly labelled "The Big Three", an honour he shares with Jack Nicklaus, record of 18-time Major winner, and Gary Player, the South African megastar whose main claim to fame is his physical fitness and strong body at already 83.

Palmer is a golfing phenomenon who placed the brand Rolex, the Swiss watchmakers, on an "unprecedented high" with his seminal partnership in 1967.

Therefore, Rolex has been at the very heart of golf with its deep-rooted attachment with that great partnership.

Check out the omnipresent gold and yellow signboards and banners and the sight of the Rolex brand at the first tee-box of the Majors and big events.

The iconic Swiss brand has since grown and flourished, permeating all level of the sport, providing support for elite players, the main professional Tours and governing bodies, as well as the finest events on the golfing calendar.

With the "Big Three" gradually fading into the sunset, golfers such as Lee



"The Big Three" Rolex Testimonees, (above, from left) Arnold Palmer, Jack Nicklaus and Gary Player. Below, Tiger Woods' dramatic comeback at Augusta National last year.

Trevino, Bernhard Langer, Nick Faldo, Greg Norman and Tom Watson ruled the roost until the arrival of "superman" Tiger Woods.

Woods has captivated the golfing world since winning the 1997 US Masters in his first Major as professional.

More than 20 years later, he continues to thrill audiences with his peerless skills and dedication to the sport.

At the 2019 Masters, Woods completed one of the most remarkable comebacks in the history of the sport when, aged 43, he once again triumphed at Augusta National Golf Club to capture his fifth Masters title.

A 15th Major – his first in 11 years – spoke volumes of his resilience and perpetual quest for excellence even after injuries and personal setbacks had threatened to derail his career.

Now he will a 16th Major in the chase for Nicklaus' record of 18 in US Masters in April at Augusta, an event



for which Rolex has been an International Partner since 2008.

Among his stellar achievements, Woods has been ranked World No. 1 for more weeks than any other golfer (281 consecutive weeks and 683 in total);

and in winning the 2001 Masters, he became the only player to win four consecutive Majors, a feat popularly known as Tiger Slam.

Today's pre-eminent golfers perform with integrity, skill and ambition, enjoying success at Majors

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— ARNOLD PALMER

and other elite tournaments but always respectful of the game's time-honoured traditions and sporting values.

Following Woods are golfers born in the 1980s and 1990s who are prodigious talents such as Bryson DeChambeau, Rickie Fowler, Brooks Koepka, Jon Rahm, Jordan Spieth, Justin Thomas and Hideki Matsuyama.

They are the Rolex New Guard, a fresh generation of elite golfers.

Like "The Big Three" way before them, they are asserting their authority on the sport and in the process inspiring a future generation of athletes.

These are players who give of their best, in the tradition of Palmer who once said: "As my father taught me, and he drove home that point, he said, 'Just remember something. You don't need to tell anybody how good you are. You show them how good you are.'