



**PORSCHE**

Press Release

July 23, 2018

---

Title sponsor offering an all-embracing brand experience and the reigning Masters champion

### **Porsche European Open golf tournament begins with top international stars**

**Stuttgart/Hamburg.** Masters champion Patrick Reed, Pat Perez, Bryson DeChambeau (all USA), Paul Casey (England) plus Charl Schwartzel (South Africa) – the Porsche European Open offers golf fans a high-class field studded with top stars and reigning champions on the US PGA Tour from 26 to 29 July 2018. With prize money totalling two million euro, the Porsche European Open tournament belongs to the top European professional golf series and will be played on Hamburg's doorstep around the Green Eagle Golf Club's demanding Porsche North Course. Now in its 40<sup>th</sup> year, the European Open will be rung in tomorrow, Tuesday, with the Porsche Urban Golf Challenge. The golf show event will see the top players compete against each other on the "Spielbudenplatz" square on Hamburg's Reeperbahn.

"40 years European Open and 70 years of Porsche sports cars: 2018 is a year full of anniversaries. This year, golf fans will once again be treated to a top line-up. We are looking forward to a very exciting high-class tournament," said Detlev von Platen, Member of the Porsche AG Executive Board, Sales and Marketing. The PGA Tour stars will be joined by a string of top European Tour pros. First and foremost, last year's winner Jordan Smith (England), the 2016 winner Alexander Lévy (France) and the European Ryder Cup captain Thomas Björn (Denmark). From a German point of view, there is Marcel Siem who finished quiet well at the recent Scottish Open. Countryman Marcel Schneider, who already has victory to his name in this year's Challenge Tour, will also be competing.

In addition to world class golf, there will again be an all-embracing Porsche brand experience both on and off the course. A ProAm tournament will be played on the first day of the event on Wednesday. Golf pros will compete alongside amateurs – including the winning pair in this year’s Porsche Generations Open series for amateurs as well as the victorious Russian team at the Porsche Golf Cup World Final.

During the tournament, not only the pros but also the visitors will have the special opportunity to win a Cayenne Turbo by hitting a hole-in-one on the 17<sup>th</sup> hole. The prerequisite is that they hole a 30-metre putt on the Porsche Public Hole-in-One in the Public Village. They will then qualify – as long as they are over the age of 18 – for an evening shoot-out on the 17<sup>th</sup> hole on each day of the tournament.

Porsche will provide the official tournament shuttle service. Additionally, Porsche Drive will offer a wide range of the latest vehicles for interested visitors to test drive. Pre-reservations can be made via the [www.porsche.com/drive](http://www.porsche.com/drive) website. During the tournament, visitors can gain an overview of the Porsche brand world. Porsche Design, Porsche Driver’s Selection, Porsche Experience and Porsche Exclusive Manufaktur will present their range of services and products. The Porsche Owners’ Lounge on the other hand will provide customers with quite special perspectives. From the large terrace, visitors can enjoy a spectacular view of the 17<sup>th</sup> and 18<sup>th</sup> holes on the four days of the tournament. Porsche owners gain admission upon presentation of their car key.

*Images in the Porsche Newsroom (<http://newsroom.porsche.de>) and for journalists in the Porsche press database (<https://presse.porsche.de>).*

Fuel consumption and emissions<sup>1)</sup>

Cayenne Turbo: Fuel consumption combined 11.9 – 11.7 l/100 km; CO2 emissions 272 – 267 g/km

<sup>1)</sup> Range depending on the tyre set used