



**PORSCHE**

Media Information

July 24, 2017

---

Title sponsor Porsche presents comprehensive brand experience and top-class field

### **“Porsche European Open” tees off in Hamburg**

**Stuttgart/Hamburg.** A first in the north of Germany: from Thursday to Sunday, Hamburg will host the Porsche European Open for the first time. The venue for the prestigious European Tour event, which boasts a total prize purse of two million Euros, is Green Eagle Golf Courses on the outskirts of the Hanseatic city. For the first time, the demanding Nord Course will provide the stage for the pinnacle of European professional golf. The tournament week kicks off on Tuesday evening with the “Porsche European Open Team Challenge”: a golf demonstration event on Hamburg’s Reeperbahn, in which a number of the top stars of the tournament will go head to head in a team competition.

“Everything is in place for an excellent sporting event,” says Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. “The course at Green Eagle is in very good condition, and golf fans can also look forward to a very extensive programme away from the course. I am confident we will enjoy an outstanding tournament this week.”

The top-class field includes Major winners Jimmy Walker (USA) and Charl Schwartzel (South Africa), Ryder Cup star Patrick Reed, PGA Tour winner Pat Perez (both USA), defending champion Alexander Lévy (France), European Ryder Cup captain Thomas Björn (Denmark), and many more of the European Tour’s top players. As well as world-class golf, spectators can also look forward to a comprehensive Porsche brand experience over the course of the tournament week.

**Porsche Panamera Sport Turismo on display ahead of market launch**

One of the highlights of the vehicle exhibition in the free Public Village is the Panamera Sport Turismo, which will be on display to golf fans before its market launch in October. Visitors will also be able to see the extremely limited-edition Porsche 911 Turbo S Exclusive Series, the new Porsche 911 GTS models, and various hybrid cars.

**Sporty fringe programme**

The pros are not the only people who could win a Porsche Panamera Turbo Sport Turismo with a hole-in-one on the 17<sup>th</sup> hole. Visitors will also have that opportunity: On each of the days of the tournament, spectators – aged 18 and above – can qualify for an evening shoot-out on the 17<sup>th</sup> hole. To qualify, they must sink a 30-metre putt on the Porsche Public-Hole-in-One challenge.

On Wednesday, one day before the opening round of the tournament, the Nord Course will host the Pro-Am, in which the pros are joined by celebrities. The two winners of this year's Porsche Generations Open, a tournament series for amateur golfers, and the victorious British team that won the Nations Cup at the Porsche Golf Cup World Final have also earned their places in the Pro-Am.

**Experience the Porsche brand world up close and personal**

Porsche Drive, the Porsche mobility concept, is providing the official shuttle service for the tournament. In addition, it is also offering any interested visitors the opportunity to test a wide range of the latest cars – including the new Porsche 911 GTS models. Reservations can be made in advance at [www.porsche.com/drive](http://www.porsche.com/drive).

During the tournament, visitors can also gain an overview of the Porsche brand world. Porsche Design, the Porsche Driver's Selection, Porsche Driving Experience and the Porsche Exclusive Manufaktur will all be showcasing their products.

## Porsche Owners' Lounge

Over the course of the tournament, Porsche customers can relax in the exclusive Porsche Owner's Lounge on the spectacular 17<sup>th</sup> hole. To gain admission, Porsche owners need simply to present their car key. The large terrace offers visitors a perfect view of the 17<sup>th</sup> and 18<sup>th</sup> holes on the Nord Course.

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

Panamera Sport Turismo models: Combined fuel consumption 9.5 – 2.5 l/100 km; CO<sub>2</sub> emissions 217 – 56 g/km

911 Turbo S Exclusive Series: Combined fuel consumption 9.1 l/100 km; CO<sub>2</sub> emissions 212 g/km

911 GTS models: Combined fuel consumption 9.7 – 8.3 l/100 km; CO<sub>2</sub> emissions 220 – 188 g/km

Panamera Turbo Sport Turismo<sup>1)</sup>: Combined fuel consumption 9.5 – 9.4 l/100 km; CO<sub>2</sub> emissions 217 – 215 g/km

<sup>1)</sup> Range depends on tyre set used