



PORSCHE

Press Release

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"Porsche Race to Singapore" – Qualification for the prestigious WTA Finals with a new title

New global partnership between Porsche and the WTA

Stuttgart. Porsche and the Women's Tennis Association (WTA) have entered a multi-year global partnership. Porsche will be the official and exclusive automotive partner of the WTA and the new title partner of the "Porsche Race to Singapore", the qualification leaderboard for the WTA Finals in the Asian metropolis.

"The title sponsorship of the Porsche Race to Singapore contributes to the internationalization of our engagement in women's tennis. It intensifies our successful partnership with the WTA and enriches it with a new attractive element," said Detlev von Platen, member of the Executive Board responsible for Sales and Marketing at Porsche AG. "Alongside our national activities and the Porsche Tennis Grand Prix's worldwide presence, this new element provides value and visibility throughout the entire year in women's tennis."

"The WTA is delighted to strengthen its long-standing relationship with Porsche," said WTA CEO and Chairman Steve Simon. "Porsche has supported women's tennis for 40 years and we look forward to now creating a global footprint for the brand's association with the WTA."

Porsche is cooperating with the WTA as the new title partner of the "Porsche Race to Singapore" leaderboard formerly known as the "Road to Singapore". The campaign will run the whole season and lead to the WTA Finals, the showpiece event of the WTA with the eight most successful singles players and doubles pairings. The best results

of each player at the 57 tournaments on the WTA calendar go towards qualification for the WTA Finals in Singapore. Each tournament represents one lap in the “Porsche Race to Singapore” and is given its own pit lane board showing the lap number – reflecting the number of the tournament within the season – and the distance between the location and Singapore. The player heading the “Porsche Race to Singapore” leaderboard with the most points at the end of the 57th lap not only clinches a place at the prestigious season-ending tournament. She will also be rewarded with a new Porsche 911 Carrera GTS Cabriolet.

The “Porsche Race to Singapore” is currently led by the Czech Karolina Pliskova, with victories in Brisbane and Doha. Caroline Wozniacki occupies second place after finishing runner-up in Doha, Dubai and Miami. Johanna Konta, the Miami winner, is third.

Porsche has been engaged in women’s tennis since 1978. Initially as the title sponsor of the Porsche Tennis Grand Prix and from 2002 as the organisers of the tournament, which has regularly been voted as the players’ favourite tournament on the WTA Tour. The roll of honour includes greats such as Martina Navratilova, Martina Hingis, Maria Sharapova and Angelique Kerber. As a partner of the German Tennis Association (DTB), Porsche has, since 2012, been supporting Porsche Team Germany in the Fed Cup and Porsche Talent Team Germany in which young up-and-coming players are helped on their way to top of the game. Porsche has been the official automotive partner of the WTA Finals since 2015.

Images of the Porsche engagement in women’s tennis in the Porsche Newsroom (<http://newsroom.porsche.com>) and for journalists in the Porsche press database (<https://presse.porsche.de>)

Porsche 911 Carrera GTS Cabriolet: fuel consumption combined: 9.4 – 8.4 l/100 km; CO₂ emissions: 214-190 g/km.