Porsche expands its engagement in women's tennis

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20/05/2021 Porsche has expanded its activities in women's tennis through its engagement at two WTA tournaments in Germany – the Berlin bett1open and the Bad Homburg Open.

The sports car manufacturer will be on board as the official automotive partner and sponsor at the two events which will be making their debut on the WTA Tour in June. With the grand slam tournament in Wimbledon (28 June to 10 July) in mind, Berlin and Bad Homburg will both be played on grass.

"Porsche and women's tennis have been closely connected for years," says Alexander Pollich, CEO of Porsche Deutschland GmbH, "and we are delighted that the engagement is expanding by means of the support we are giving the new WTA tournaments in Berlin and Bad Homburg, together with the Porsche Centres."

Like the Porsche Tennis Grand Prix in Stuttgart, the bett1open is a WTA 500 event. The partnership is a joint project with Porsche Deutschland GmbH, the Porsche Centres in Berlin and Porsche AG. The sports car manufacturer will provide an exclusive Porsche Shuttle Service for the players using up to 25 Porsche Taycan, Cayenne and Panamera E-Hybrid cars. The tournament will be staged at the LTTC Rot-Weiss e.V. club in its 7,000 capacity Steffi Graf Stadium from 12 to 20 June. Porsche Brand Ambassador Angelique Kerber is one of the many top players that have committed themselves to the tournament. The field also includes both of this year's Porsche Tennis Grand Prix finalists: winner Ashleigh Barty and runner-up Aryna Sabalenka.

The Bad Homburg Open from 20 to 26 June will also be jointly supported by Porsche AG and Porsche Deutschland GmbH as well as the Bad Homburg Porsche Centre. The exclusive Porsche Shuttle Service will be operated using up to 12 Porsche Taycan, Cayenne and Panamera E-Hybid cars. Brand Ambassador Angelique Kerber will use the WTA 250 event to prepare for the season's highlight in Wimbledon, where she celebrated the biggest win of her career. Porsche Team Germany's Andrea Petkovic and Petra Kvitova, the 2019 Porsche Tennis Grand Prix winner, will also be in Bad Homburg line-up.

Porsche in tennis

Porsche has been sponsoring the Porsche Tennis Grand Prix ever since 1978 and has also been the organiser since 2002. The tournament in Stuttgart's Porsche Arena was voted by the players as their

favourite event in its category once again in 2019. Within the scope of its global partnership with the Women's Tennis Association (WTA), Porsche is also the title partner of the Porsche Race to Shenzhen – the official qualifying ranking for the Shiseido WTA Finals. The Stuttgart-based sports car manufacturer is also the exclusive automotive partner of the WTA, the season-ending WTA Finals, and this year of the WTA tournaments in Lyon, St. Petersburg, Berlin and Bad Homburg. As a premium partner of the Deutsche Tennis Bund (DTB – German Tennis Association), the company supports Porsche Team Germany in the Billie Jean King Cup (formerly the Fed Cup) and fosters up-and-coming players in the Porsche Talent Team and the Porsche Junior Team. Angelique Kerber, Julia Görges and Maria Sharapova give Porsche a face in tennis as Brand Ambassadors.

MEDIA ENQUIRIES



Markus Rothermel

Spokesperson Sports Communications
+49 (0) 170 / 911 0779
markus.rothermel@porsche.de

Consumption data

Taycan con Performance Battery (Modello precedente)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

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Title: bet1topen, 2021, Porsche AG
Subline: The bett1open in the Steffi Graf Stadium

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Title: Angelique Kerber, Porsche Brand Ambassador, Bad Homburg Open, 2021, Porsche AG
Subline: The Bad Homburg Open

Link Collection

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart