

World-class experience for the community at The Amundi Evian Championship

29/07/2024 Unique golf experience for Porsche Golf Circle members in the French Alps: in spectacular surroundings nestling between Lake Geneva and mountain peaks, the Community enjoyed top-class international golf at The Amundi Evian Championship from close up – and they themselves were able to go out onto the championship course in professional conditions.

The Amundi Evian Championship is one of the highest-quality and most prestigious women's golf events in the world and is the only one of the five Majors to attract the world's elite to continental Europe. This year is the first one in which Porsche has been involved in women's professional golf. As the event's automotive and mobility partner, the company presented an exclusive brand experience for customers and fans alike in a magnificent golfing setting.

In doing so the sports car manufacturer also gave Porsche Golf Circle members an exceptional tournament experience as part of an exclusive two-day event. Community members from six countries

watched Sunday's exciting final round which culminated in the Japanese Ayaka Furue's thrilling win at the impressive Evian Resort Golf Club in Évian-les-Bains on the southern shore of Lake Geneva as VIP guests. They enjoyed the wonderful view of the turquoise-coloured lake and the Major course in the Panoramic Lounge and in the Porsche Skybox located directly on the 18th green.

The community watched top-class golf played by the world's top women golfers – including on the par 3 16thhole where Englishwoman Jodi Ewart Shadoff produced a highlight right away in the first round of the tournament. Hitting a dream shot, she won herself the spectacular hole-in-one prize: a Porsche Macan Turbo Electric in Ice Grey Metallic.

A very special experience

An exclusive lunch at the Porsche Golf Circle Corner Champions Club on the tournament course and a unique dinner on the terrace of the Hotel Royal, also with a fantastic view of the lake, rounded off the golfing experience and set the mood for a very special event: a round on the championship course on the day after the world-renowned Major.

Golf has been played in Évian-les-Bains ever since 1904 and the world's best golfers have been travelling to the Alps for the past 30 years. Many call the Major "the most beautiful place where we play golf" and it was something the Community saw for themselves. In between an excellently prepared golf course, superb weather and first-class food and drink, they enjoyed memorable golf experiences.

Spectacular views from the tees, perfect greens and fabulous fairways – it was a special golf round in excellent company. "A once-in-a-lifetime experience," raved a participant, "such a cool event". Another said, "Travelling with the Porsche Golf Circle is always perfect."

The Community event ended with an award ceremony at the world class venue. Circle member Antonnio Ming Yih Ong from Taiwan was particularly happy after his victory in the net competition: "Everything was brilliant, thank you!"

Porsche in golf

Porsche has been involved in golf since 1988 through the Porsche Golf Cup. The tournament series is one of the company's most successful customer events and has developed into an international event in which about 16,000 Porsche customers recently took part in 229 worldwide qualifying tournaments. After becoming involved in professional golf for the first time in 2015 as the title sponsor of the DP World Tour's prestigious Porsche European Open, Porsche was then instrumental in establishing the tournament as a top golf event in Germany. Now supporting the European Open near Hamburg as the Official Automotive Partner since 2024, Porsche is thus continuing the long-time successful cooperation with the time-honoured DP World Tour golf event. As the new title sponsor of the Porsche Singapore Classic, the sports car manufacturer is internationalising its commitment to professional golf

in the important Asian market. Car partnerships at US PGA Tour and DP World Tour tournaments, including the European Open and the Omega European Masters in Crans Montana as well as in women's golf – The Amundi Evian Championship – round off its involvement in professional golf. Launched in 2017, the Porsche Golf Circle is also highly successful. The international community for keen golf-playing Porsche customers gives its members the opportunity to enjoy exclusive golfing experiences at unique locations and at professional tournaments. Paul Casey has been complementing the Porsche family since 2020 as the first Brand Ambassador from the game of golf.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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).

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