

Top golf and a special brand experience at the 2023 Porsche European Open

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16/05/2023 The 40th staging of the long-standing tournament will present top international golf and a spectacular fan experience. To mark the brand's 75th anniversary, a special Porsche World will be awaiting visitors. Porsche is the title sponsor for the eight time this year.

The 40th staging is set to meet the 75th birthday – the Porsche European Open from 1 to 4 June 2023 will offer an unforgettable live experience right on cue for the anniversary staging of the time-honoured DP World Tour tournament – on the Porsche Nord Course's fairways and in the grounds where the Porsche World will also provide the festive setting for the brand's 75 anniversary.

At the year's first DP World Tour event in Germany, a top-class field led by the title holder Kalle

Samooja (Finland) and a strong group of German players will have the prestigious title firmly in its sights. Top international golfers like the Danes Rasmus Højgaard and Thorbjörn Olesen plus France's number one Victor Perez will be vying for a place on the European Ryder Cup team in Rome in September. The starting line-up around the longest course in professional golf will include nearly a dozen champions on last year's DP World Tour. With all four German victors – Nick Bachem, Marcel Siem, Max Kieffer and Yannick Paul – in the field, hopes are high that a home player will win for the first time since 1995.

"With its special combination of top golf on the challenging Porsche Nord Course and the upcoming anniversary celebrations, this Porsche European Open will offer a special event experience for the visitors," says Deniz Keskin, Director Brand Management and Partnerships of Porsche AG. "The amazing success stories of the tournament and the Porsche brand promise a special tournament week marked by thrilling competitive golf and spectacular off-course attractions."

Taycan Turbo S Cross Turismo as hole-in-one car

In addition to the famous trophy that has been presented since 1978, a dream car will be on offer on the 17th hole for a dream shot over the water hazard. Anyone acing the Par 3 can look forward to a Porsche Taycan Turbo S Cross Turismo in Mamba Green Metallic. Chances of achieving the feat this time around are perhaps greater than ever before as the spectacular almost 140-metre 17th will be playing a little shorter this year. The last ace on the penultimate hole was struck in 2017 by Marcel Siem. It earned the German a Panamera Turbo Sport Turismo.

Exclusive Leader's Car: 911 Carrera 4S

A second Porsche enjoying great popularity amongst the contestants is also not up for sale. It – the Leader's Car – only comes with good play. Year in, year out, the stars are lured by the prospect of sitting behind the steering wheel. Only the player topping the leaderboard at the end of each day's play earns the right to drive the Porsche 911 Carrera 4S. This year, the Porsche that is made available for the leader to travel to and from the venue on each respective day has been inspired by the huge challenge the Porsche Nord Course poses the pros. Based on the course's unofficial byname "The Green Monster", the coveted Leader's Car will shimmer in green in 2023. The pleasure of sitting in a Porsche can however be enjoyed by the pros in Hamburg as Porsche will provide a 30-vehicle shuttle service for all the players. The whole fleet is electric and consists of models of the fully electric Porsche Taycan and the Porsche Panamera Hybrid.

Experience for visitors

Awaiting visitors during the tournament week in addition to the already famous Ferris wheel right behind the 18th green and the biggest ever Public Village is primarily the opportunity to enjoy a real-life

and spectacular Porsche experience. In doing so, tournament guests can once again hope to win the official hole-in-one car as the famous Porsche Public Hole-in-One is a part of the Porsche World – one of the event's top spots in the Public Village. On each of the four days of the tournament, fans can qualify for a final shoot-out after the close of play on the course's 17th hole with a successful putt on the specially designed 75 years Porsche hole. Should they hit an ace, they, like the pros, can look forward to a Porsche Taycan Turbo S Cross Turismo.

A part of the Porsche experience for the fans is also the chance to drive a Porsche – at least that is virtually or in a model in the Gaming Area containing professional simulators and a slot car track. The intoxication of speed is also exuded this year by staggering originals. In Hamburg, people can not only marvel at 911 GT3 RS and 718 Cayman GT4 RS models. The latest version of the Porsche 911 Dakar will also be on show at the venue. One of the highlights fans do not otherwise get to see so easily.

The famous sports cars are a welcome motif for a souvenir photo. Others that are ideal for great snapshots are awaiting on the Instagram Wall – a unique way to remember the Porsche European Open due to its special design as a part of the 75th anniversary.

Attractions for the Porsche Golf Community

Wonderful views are also in store at one of the most attractive places on the course between the green on the spectacular 17th with the hole-in-one prize and the tee on the exciting closing hole. It is where Porsche customers can witness the magnificent finale on the Porsche Nord Course in the Porsche Owners' Garden with its spacious terrace and an exceptional view of proceedings. Porsche owners receive one of the limited places in one of the time slots after presenting their car key when checking into Porsche Parking. All guests arriving in their Porsche cars then have one of the shortest walks to the grounds from the exclusive front row parking spaces.

Porsche will also bring its golf Community together during the time in Hamburg. Porsche customers from Germany will themselves wield their clubs for a 9-hole tournament at the neighbouring Süd Course on Saturday, 3 June, and will also enjoy other exclusive moments like a private guided tour around the Elbphilharmonie in Hamburg. The victorious teams at the 2020 and 2022 Porsche Golf Cup World Finals and other Porsche Golf Circle members also have the opportunity to tee off side by side with a top player in the Pro-Am tournament on Wednesday, 31 May.

Porsche European Open in Hamburg City

Those too impatient to wait for the tournament week at the start of June can get a whiff of Porsche European Open air from as early as 24 May. On the square in front of the Elbphilharmonie, one of Hamburg's most impressive sights, an "Eisen 7" golf simulator is the perfect place for golfers to get into the swing for the event. The Alsterhaus department store located on the Jungfernstieg will showcase the Porsche European Open in a shop window in the Poststraße street and on a second-floor pop-up

space that will include an indoor putting mat.

Tickets are available on the tournament website at www.porscheeuropeanopen.com/tickets.

Porsche in golf

Porsche has been involved successfully in golf since 2015 as the title sponsor of the Porsche European Open, a DP World Tour event. In 2019, the automobile manufacturer expanded its activities in professional golf with automotive partnerships at tournaments on the US PGA Tour and the DP World Tour. Porsche can also look back on a more than three-decade Porsche Golf Cup history. The tournament series is one of the company's most successful customer events. Held for the first time in Germany in 1988, the Porsche Golf Cup has developed into an international event in which, at its peak, over 17,000 Porsche customers took part in 261 worldwide qualifying tournaments. The Porsche Golf Circle is also highly successful. An international community for keen golf-playing Porsche customers, it was launched in 2017. Paul Casey has been complementing the Porsche family as the first Brand Ambassador from the game of golf since 2020.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

718 Cayman GT4 RS (WLTP)*: Fuel consumption combined: 13.0 l/100 km; CO_2 emissions combined: 295 g/km; CO_2 class: G

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

911 Carrera 4S (Predecessor model)

*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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