

Porsche European Open: world class on and off the course

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02/09/2019 High-performance sport meets powerful sports cars: world class golfers will compete for the title at the fifth edition of the Porsche European Open that will be played on the Porsche Nord Course from 5 to 8 September 2019.

The two-million-euro tournament is a European Tour event. Xander Schauffele (USA), second in the US Tour's season standings, Paul Casey (England), fifth in the US season standings, Matt Kuchar and Patrick Reed (both USA) all count as the best-known names in the line-up. This year they will be joined by a special key player – the Porsche Taycan.

"This year's Porsche European Open once again offers an outstanding, international field containing the number two, five and nine in the final US Tour standings in Atlanta", says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. "Just one day after its premiere, we're also

taking the Porsche Taycan to the Porsche Nord Course as the hole-in-one prize." It means spectators will have the unique opportunity in the Porsche Public-Hole-in-One to earn the right to tee off at the 17 th hole – and therefore have a chance of securing the Taycan.

There have been some winners already, namely the victorious World Trophy team at the Porsche Golf Cup World Final this year. Together with other prominent amateur golfers they will team up with the tournament stars for the Pro-Am tournament on 4 September. The winners of the first ever Athlete Camp to find Germany's most athletic amateur golfer will also be taking part. Fittingly they will meet up with, amongst others, Xander Schauffele who appears together with the new Porsche Cayenne Coupé as a powerful duo in the latest "I am Athlete" tournament spot.

Start to the tournament week with a show event on the Reeperbahn

Almost now a tradition, the golf show event on the Reeperbahn on Tuesday evening at 8.30 pm will mark the opening of the tournament. In addition to Schauffele, seven other top golf stars will contest the Porsche Urban Golf Challenge which will be staged on the Spielbudenplatz square. The winner will be given a Porsche Cayenne Coupé for the duration of the tournament week. Others that will come to enjoy the pleasures of driving a personal Porsche are the respective end-of-round leaders of the Porsche European Open. In the Leader's Car, he can absolve his journeys to and from the venue. Extra for the Porsche European Open, "Second Skin", a Porsche Digital service for customised livery, has fitted the Porsche 911 Carrera 4S with a special design that bridges the gap to the game of golf with an abstract representation of the golf ball and figures resembling the golf swing.

Porsche brand experience

The Porsche brand experience will not only be unique for the players during the Porsche European Open. Located in the Public Village, the Porsche World will present an extensive vehicle exhibition revolving around the Porsche Cayenne Coupé. For the first time, the Porsche Off-road Course offers people the opportunity to test the latest Cayenne generation in extreme conditions. The premium vehicle rental Porsche Drive is available on site for guests to enjoy a tour of Hamburg in a Porsche.

Additionally, the official tournament partners Porsche Design and Porsche Driver's Selection will display their latest range of products in the sales rooms. There is also the chance for people to inform themselves about the diverse Porsche Experience activities.

Awaiting guests that already possess a Porsche is the Porsche Owners' Lounge sited between the 17th green and the 18th tee, one of the most attractive areas around the course. It includes a spacious roof terrace and has a truly special view of the Porsche European Open. Porsche owners gain admission upon presentation of their car key.

MEDIA ENQUIRIES



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Consumption data

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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