The new Porsche Taycan heads the field at this year's TCS Sydney Marathon, presented by ASICS

13/05/2025 Porsche Cars Australia proudly returns as the Official Automotive Partner of the TCS Sydney Marathon presented by ASICS, reaffirming its commitment to inno vation, performance, and endurance in one of the world's most iconic sporting events – now officially a member of the Abbott World Marathon Majors.

2025 marks the third consecutive year of Porsche's partnership with the TCS Sydney Marathon, a collaboration that continues to grow in significance and impact. Porsche Cars Australia is proud to have played a supporting role in this transformative journey for the TCS Sydney Marathon to become the seventh Abbott World Marathon Majors — joining the ranks of prestigious global events in New York, London, Boston, Berlin, Tokyo and Chicago.

"The spirit of marathon running — pushing limits, embracing challenge, and striving for greatness — aligns perfectly with Porsche's own values," said Daniel Schmollinger, CEO and Managing Director of

Porsche Cars Australia. “We’re proud to have sup ported the TCS Sydney Marathon as it worked toward global recognition, and to be part of an event that celebrates true sporting performance.”

Wayne Larden, TCS Sydney Marathon Race Director, added “Having Porsche as a partner over the past three years has been instrumental in elevating the prestige of our brand and calibre of our event, both for runners and spectators. Their support of our goal to join the greatest marathon series in the world, the Abbott World Marathon Ma jors reflects a shared vision of excellence and a commitment to placing Sydney firmly on the global marathon stage. We are extremely pleased to have Porsche on board in 2025.”

The 2025 event will see Porsche once again lead the field with a fleet of all-electric Macan and Taycan models, setting the pace with the official race clock mounted on the lead vehicle for the full race. This is more than just a showcase of cutting-edge electric mobility – it's a symbolic alignment of two performance-driven worlds.

“Our involvement in the TCS Sydney Marathon allows us to showcase the new Macan in its natural element — leading with pace, precision and purpose.” said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

A Legacy of Excellence

With 35,000 participants from over 100 countries and more than 200,000 spectators expected, the TCS Sydney Marathon stands as a global showcase of endurance, sporting performance and excellence — values that align seamlessly with Porsche’s DNA.

“Like motorsport, marathon racing demands resilience and a desire to push the limits” Schmollinger added. “Porsche is proud to champion those values through our partner ship with the TCS Sydney Marathon — setting the pace not only for elite competition but also for individuals to achieve their personal best.”

The 2025 TCS Sydney Marathon presented by ASICS will take place on Sunday 31 August, winding its way from North Sydney to the best finish line in the world at the Sydney Opera House via one of the most spectacular marathon routes in the world.

Driving Engagement

Porsche’s commitment extends beyond the Marathon course. From 28 – 30 August, Porsche will activate a premium Porsche Run Pit Stop at the TCS Sydney Marathon Running Show presented by ASICS at the International Convention Centre, an immer sive experience designed to fuel your marathon spirit.

This space will offer an opportunity to get up close and personal with the new Macan, capture a photo with the official lead car ahead of the race and join the Porsche per formance legacy. This on-ground presence reflects Porsche's performance mindset — to push boundaries, set benchmarks, and deliver unforgettable experiences.

Exclusive Porsche TCS Sydney Marathon Experience

Porsche is proud to launch an exclusive Porsche TCS Sydney Marathon Experience — a three-day, four-night luxury program designed for those who live life in the fast lane, on and off the track. This curated package is a complete itinerary offering a seam less marathon weekend — from arrival to recovery with a curated Porsche wellness and performance package.

It includes guaranteed entry to the 2025 TCS Sydney Marathon, luxury accommodation, VIP hospitality, premium dining, fast-track Running Show entry for race kit collection and hosted transportation to the start line, Porsche brand merchandise, bespoke Porsche race-day pre and post preparations and a variety of exclusive Porsche brand moments.

Strictly limited places are available. For further details and to purchase the Porsche TCS Sydney Marathon Experience, visit this link.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (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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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart