

“The most beautiful hall in tennis”

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25/03/2014 When the Porsche Tennis Grand Prix celebrated its premier in the Porsche Arena, not only the visitors were much taken by the scope of the new hall.

Laura Ceccarelli, the WTA supervisor, was also full of praise: “The Porsche Arena is the most beautiful hall. I’ve been on the circuit for over 20 years and I’ve seen nothing like it.”

Since 2006, Porsche has been cultivating its close relationship with women’s tennis in the new arena, which is situated in Stuttgart’s NeckarPark between the Gottlieb Daimler Stadium and the Hanns Martin Schleyer Halle and for which Porsche has acquired the naming rights for 20 years. Thus the company has not only avowed its allegiance to its “home city” but also wants to embrace its communal responsibility. The people in Stuttgart and the region should be offered attractive events in the Porsche Arena.

Porsche itself kicked off proceedings with the successful premiere of the Porsche Tennis Grand Prix. It

was obvious right away that the special appeal of the multi-functional indoor arena, which was opened in May 2006 after taking only 18 months to build, lies in its flexibility to stage a whole range of events. The short changeover times make it a perfect location for both sports events and shows. Capacity varies depending on the event – from 5,200 for ice hockey matches to 7,200 for boxing.

As there is an enormous video screen at one end of the Centre Court, the Porsche Tennis Grand Prix has comfortable seating for 4,200 spectators. The Porsche Arena also provides the prestigious setting for Porsche's Annual General Meeting.

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