

Porsche Golf Circle celebrates festival on Sylt – with surprise guest

14/08/2025 Unique setting, high-class sport and the special spirit of the community: The Porsche Golf Circle Festival Sylt delivered a day filled with competition, festival vibes, longtime friends and new connections – framed by dunes and the ocean breeze on the links course at Golfclub Budersand. One highlight was a special surprise guest Paul Casey.

The second Porsche Golf Circle Festival of the year unfolded at the stunning Golfclub Budersand in Hörnum. After several successful festivals of the community in Mallorca in recent years, Sylt now delighted members from all over Germany and Sweden as a spectacular venue for a second festival in one summer – and the next chapter in the festival series. "It's great that the Porsche Golf Circle Festival is now also taking place in Germany," said one participant.

As the first light of day stretched over the North Sea, new faces were welcomed and old friendships were rekindled over fresh coffee, cool refreshments, and a light morning snack. Two optional wake-up yoga sessions helped warm up both muscles and minds, building balance, focus, and fresh energy for the day ahead – perfect preparation for the unique links course challenge that awaited.

Tricky tasks on one of the outstanding links courses

From the shotgun start to the final putt, the course of the Budersand Golf Club – one of Germany's top golf destinations – demanded skill and rewarded courage. The wind provided tricky tasks, but the camaraderie kept spirits high. Laughter, encouragement, and shared moments filled the fairways, with refreshing drinks and tasty bites along the way.

The competitive edge was still sharp, with net and gross categories plus Longest Drive and Nearest to the Pin contests adding extra excitement. A standout performance came from Carlos Delfs, whose shot in the Nearest to the Pin competition stopped just seven centimetres from the hole. In the end, the German Circle member played a very strong round of 71 (-1) on the challenging course.

A surprise guest on the 4th

Just before tee-off, a sharp-eyed participant had spotted someone in the car park who looked a lot like world-class golfer Paul Casey. "Are you the real Paul Casey?" the member asked. He was – and he wasn't just there to watch. The Porsche Brand Ambassador, and fellow Porsche Golf Circle member, was waiting on the 4th hole for a Beat the Pro challenge. And yes – one member actually did beat the pro. England's three-time Ryder Cup champion also took the time to walk the course with the players, offering insights and sharing a few expert tips along the way.

"It was great to be back with the Porsche Golf Circle family – wonderful conversations, familiar faces, new connections, and some impressive golf shots by the members. The challenge was, as always, a lot of fun!" said Paul Casey, who climbed to third place in the world rankings during his career.

While golfers battled the course, non-golfing companions enjoyed a slower pace – with a yoga session nestled in the heart of the Hörnum dunes. Flowing movements, mindful breathing, and North Sea tranquility made for a calming reset in nature.

From competition to celebration

By late afternoon, the action shifted from the fairways to the terrace of the Golfclub Budersand with lounge beats, food and drinks. The atmosphere was equal parts relaxed and celebratory. Guests also enjoyed an exclusive preview of the new Porsche Golf Collection by Porsche Lifestyle, offering a first look at premium apparel and accessories designed for performance and style on and off the course. The award ceremony recognised the day's best performances, but the real prize was the familiar spirit of the Porsche Golf Circle with laughter, connections and a lot of talking points.

As night fell, the atmosphere reached its peak – with a DJ and live singer keeping the dance floor full until the very end. The evening then closed with one final highlight: a spectacular fireworks display over

Hörnum, staged as part of the Hörnum Harbor Festival and enjoyed from the best seats. A dazzling finale to an unforgettable day.

"Following the success of the events in Mallorca, bringing this unique format to our customers in Germany felt like a natural next step. Experiencing the Porsche Golf Circle spirit together on the island of Sylt – surrounded by individuals who share the same passion for Porsche and Golf – was truly extraordinary and a powerful reflection of our global Porsche community," said Maximilian Ramisch, Manager Brand Strategy and Partnerships at Porsche Germany.

Test drives with Macan and Taycan

The following morning, the festival offered a bonus experience – the Farewell & Drive. Members took the wheel of the latest all-electric Porsche Taycan and Macan models, cruising Sylt's scenic coastal roads before raising a final toast at the famous beachfront restaurant Sansibar, cooperation partner of Porsche Deutschland. The perfect ending to a weekend of sport, friendship, and unforgettable moments. "You could tell how much heart and soul and passion went into every detail," enthused one member. And another added: "Another great event!"

Porsche in Golf

Porsche has been involved in golf since 1988 through the Porsche Golf Cup. One of the company's most successful customer events, the tournament series has developed into an international event in which over 16,000 Porsche customers recently took part in 229 worldwide qualifying tournaments. The sports car manufacturer started its involvement in professional golf in Germany in 2015 when becoming the title sponsor of the DP World Tour's prestigious Porsche European Open. In order to expand its global activities, Porsche has been acting as the title sponsor of the Porsche Singapore Classic in the important Asian market since 2024. Car partnerships at US PGA Tour and DP World Tour tournaments, such as the Omega European Masters in Crans Montana as well as in women's golf at The Amundi Evian Championship, round off its worldwide commitment in professional golf. Launched in 2017, the Porsche Golf Circle is also highly successful. The international community for keen golf-playing Porsche customers gives members the opportunity to enjoy exclusive golfing experiences at unique locations and at professional tournaments. 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 Cross Turismo (WLTP)*: Electrical consumption combined: 21.4 – 18.9 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).

Image Sublines

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Title: Porsche Golf Circle, Sylt, Germany, 2025, Porsche AG
Subline: Golfclub Budersand

Path: Porsche Golf Circle celebrates festival on Sylt – with surprise guest/Images/img_3.jpg
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Path: Porsche Golf Circle celebrates festival on Sylt – with surprise guest/Images/img_5.jpg
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Subline: All winners of the Porsche Golf Circle Festival Sylt

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