

Porsche Middle East and Africa makes its debut at the Porsche Golf Cup World Final

06/05/2026 The region's first-ever team competes on the global stage, highlighting the growing success of Porsche's golf community platform across Bahrain, Mauritius, La Réunion and India.

Porsche Middle East and Africa marked a significant milestone in its growing golf community programme with its first-ever participation in the Porsche Golf Cup World Final, held in Portugal from 27 to 30 April 2026.

Representing Team Porsche Middle East and Africa were four finalists from across the region, including two players from Mauritius and one player each from La Réunion and India. Their participation followed a series of qualification tournaments held across the markets, bringing together almost 700 customers and prospects as part of Porsche's expanding golf community platform.

The Porsche Golf Cup World Final, one of Porsche AG's most successful customer engagement

initiatives, welcomed 71 finalists from 20 markets worldwide. Hosted across the renowned Penha Longa Atlantic and Oitavos Dunes golf courses in Portugal, the event combined competitive golf with exclusive Porsche experiences, bringing together customers and enthusiasts from across the global Porsche community.

Qualification pathways varied across the PME region, reflecting the growing interest in the programme. Mauritius and La Réunion each hosted a qualification tournament, while India held three qualifying events followed by a national final in Thailand to determine its representatives for the World Final. Bahrain also hosted a qualification tournament, further contributing to the growth of the regional golf community, although its qualified participants were unable to join the World Final in Portugal.

Competing against some of the strongest amateur golfers from around the world, Team Porsche Middle East and Africa secured 14th place overall in the World Final Team Trophy standings. Individual participants also recorded competitive performances across the tournament's various categories, including a top-10 finish in Net A.

The participation reflects Porsche Middle East and Africa's continued investment in community-led experiences that bring customers together through shared passions beyond the automotive world. Golf has emerged as an increasingly important platform for customer engagement across several markets, creating opportunities for owners, prospects and enthusiasts to connect with the Porsche brand in a unique setting.

The World Final also provided participants with the opportunity to experience the wider Porsche community on an international stage, fostering new relationships and celebrating the shared values of performance, precision and excellence that define both Porsche and the game of golf. Beyond the tournament itself, participants enjoyed a range of exclusive Porsche experiences, including a Cayenne Electric reveal show, team presentations, gala dinners, a Cayenne Electric racetrack experience and dedicated Cayenne Electric shuttle services throughout the event.

Following a successful debut at the World Final, Porsche Middle East and Africa looks forward to continuing the growth of its regional golf community through future qualification events and customer experiences across its markets.

MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2026/sports-society/porsche-golf-cup-world-final-porsche-middle-east-debut-42592.html

Media Package
https://pmdb.porsche.de/newsroomzips/34f6ce0a-bf6f-47f2-b003-ad2737a5ee24.zip