

Porsche extends partnership with TCS Sydney Marathon with Cayenne electric to lead 2026 race

15/06/2026 Porsche Cars Australia will continue its successful partnership with the TCS Sydney Marathon presented by ASICS, confirming its role as Official Automotive Partner for 2026 and reinforcing its long-term commitment to one of the world's leading marathons.

The announcement is headlined by the debut of the all-new Cayenne Electric as the race's official lead vehicle, alongside a broader activation designed to place Porsche at the centre of the marathon's growing global profile.

New Cayenne Electric to lead the field

For the first time, the new Cayenne Electric will take centre stage as the official lead vehicle across the male elite, female elite and wheelchair races, setting the pace from start to finish. This is the first time

that the new Cayenne Electric will be driven on Australian roads ahead of the launch in all Official Porsche Centres on Saturday 5th September, 2026.

Positioned at the very front of the field and carrying the official race clock, the Cayenne Electric will guide the world's leading athletes through one of the most demanding endurance events on the global calendar – creating a direct link between Porsche electrified performance and human endurance at its highest level.

Emma McKeon appointed as Ambassador

Olympic champion **Emma McKeon** has been appointed Porsche Brand Ambassador, as she prepares for her first ever marathon at the TCS Sydney Marathon.

Recognised as one of Australia's most accomplished athletes, McKeon brings a unique perspective on preparation, resilience and performance at the highest level. Her role will focus on connecting with a broader audience beyond traditional running communities, particularly females, helping to position the marathon as a cultural moment while reinforcing Porsche's leadership in high-performance storytelling.

"I'm proud to be part of an event that brings together a community driven by personal best and to work with a brand that understands what it takes to perform." said Emma McKeon

"The TCS Sydney Marathon will be my first ever marathon. I am looking forward to the challenge and testing myself in a different performance environment."

Powering modern performance

Porsche's continued involvement reflects a shared focus on performance, precision and progression - from elite competition through to the wider running community.

"The TCS Sydney Marathon represents the very best of endurance, discipline and ambition, qualities that are deeply embedded in Porsche's DNA," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

"With the Cayenne Electric leading the field, we are demonstrating how Porsche performance continues to evolve - bringing our latest innovation into one of the most demanding real-world performance environments.

"At the same time, Porsche is proud to support the High Performance Program powered by Porsche, fostering a growing community of high-performing athletes united by the pursuit of personal best—a mindset that strongly aligns with Porsche."

Wayne Larden, Race Director of the TCS Sydney Marathon, adds “Porsche has been an outstanding partner of the TCS Sydney Marathon, and to have the new Cayenne Electric leading our elite fields reflects the ambition we share.

That same commitment to performance runs right through our partnership, including the High Performance Program powered by Porsche, which is setting a new standard for how the world's best sub-elite athletes are supported. As an Abbott World Marathon Majors, we are focused on delivering a world-class experience at every level of the event, and it is that alignment with Porsche that makes this partnership so valuable.”

The 2026 TCS Sydney Marathon will take place on **Sunday, 30 August 2026**, with increased capacity targeting 40,000 finishers and 300,000 spectators from around the world, cementing its position as Australia's leading endurance event and a key fixture on the global marathon calendar.

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