

Porsche Padel Tour: Celebrating sport and community on Reunion Island

07/07/2025 Porsche Centre Réunion is proud to announce the launch of the inaugural Porsche Padel Tour on the island, an initiative that underscores the brand's commitment to performance and competitive spirit.

La Reunion |In collaboration with five esteemed partner clubs, Porsche Centre Réunion aims to elevate the profile of padel, a sport that is rapidly gaining popularity and attracting a diverse array of enthusiasts.

Porsche, the passion for sport.

From June 7 to 28, a total of 60 teams participated in four amateur qualifying tournaments, culminating in a final event on July 5 at the Oasis Padel Club. This series of tournaments, comprising four

competitions across five partner clubs, culminated in an intense final, fostering a shared passion for sport among our guests and partners.

The Porsche Padel Tour transcends mere competition; it embodies the core values of Porsche: self-improvement, precision, teamwork, and unadulterated enjoyment. By engaging in this local initiative, Porsche Centre Réunion actively supports unifying sports initiatives, thereby cultivating a genuine community around the Porsche brand through unique and sporting experiences.

The strength of the community.

The Porsche Padel Tour exemplifies a unique synergy between sport, community, and brand, providing Porsche Centre Réunion with a strategic platform to distinguish itself. Through the organization of this tournament, the centre not only attracts a new target group but also fosters a genuine ecosystem of interactions where padel enthusiasts and brand aficionados converge. This event serves as a catalyst for establishing authentic connections, enabling participants to explore the Porsche universe in a welcoming and dynamic environment.

By promoting these exchanges, Porsche Centre Réunion positions itself as a key player in local sports while also serving as a focal point for enriching business opportunities, thereby reinforcing its presence within the community and nurturing lasting relationships with individuals who share the same values of commitment and performance.

An immersive experience.

The Porsche Padel Tour has been meticulously designed as a unique immersive experience, orchestrated around five partner clubs, each featuring a Porsche Macan-branded court. Each qualifying tournament provided an opportunity to showcase the new Macan to an engaged community, thereby enhancing the brand's identity within the realm of sport.

During the final, which gathered the top 20 teams, participants were afforded the opportunity to partake in an exclusive experience at a dedicated test drive center, where they could operate the new all-electric Macan and new Taycan models under the guidance of a professional instructor.

This initiative not only highlighted the engineering excellence and performance of Porsche vehicles but also established a direct connection between the brand's values and the competitive spirit of padel, offering a memorable and enriching experience for all participants.

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