Golf event heads for a record attendance

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24/09/2016 At the halfway point of the second Porsche European Open, Oliver Eidam, Head of Brand Partnerships and Sponsoring Porsche AG, looks back on the tournament week and discusses the major changes since last year's inaugural tournament.

Mr Eidam, how would you sum up this year's Porsche European Open at the halfway point?
After the terrible weather in the run-up to the tournament, with veritable floods at some places on the course and heavy early morning fog, we are obviously very happy that we are set to enjoy a great final weekend of the Porsche European Open. We are also delighted with the high-class field we are able to present to the spectators this year. Furthermore, we have also managed to significantly improve the brand experience around the topics of golf and Porsche. The response from the public shows that we are on the right track: we are heading for a new record attendance, having welcomed 16,000 visitors over the first two days.

That must mean that the tournament is being well received?
Yes, and not only by the spectators, but also by the golfers. We know from chatting to the players that many of the pros on the European Tour have been looking forward to our tournament for weeks, because we offer them the chance to test our latest cars here. Our iconic 911 has been in permanent use on the opening days of the tournament.

What new features can visitors to this year's tournament look forward to in Bad Griesbach?
We have made the Public Village far more open this year, with regard to the atmosphere and appearance. We are pleased to enable our tournament guests to experience the entire brand world this year: the new Porsche Drive mobility concept, with the opportunity to test the whole range of Porsche products. The Porsche Exclusive Manufaktur, in which our experts offer interested Porsche customers top-class advice on the options for customising their car. Then we have Porsche Design, as timing partner of the event, and Porsche Driver's Selection, as gear partner. And, last but not least, we are the first tournament in the history of the European Tour to use LED displays, on which we are not only able to provide player information and statistics, but also relevant content relating to our products.

For example, information on the tournament's star car – the new Porsche Panamera. The pros are not the only people who could win one of these beautiful cars with a hole-in-one on the 17th, are they?
That's right. With the Public Hole-in-One, we have launched a competition, in which visitors to the tournament – like the pros themselves – can win a Porsche Panamera 4S, with a bit of luck. We are also proud to be able to present the Panamera to the crowds here in Bad Griesbach, one week ahead of its world premiere in Paris. Visitors to our vehicle exhibition this weekend can not only enjoy the view of this extraordinary car from the outside, but can also take their seat in it, thus allowing them to feel the unique quality of the new Panamera.

When did you start planning this tournament?
We started working on the concept immediately after last year's inaugural tournament. The hottest phase of the implementation then began a good five months ago. Finally, a team of 30 technicians brought the Porsche presence to life here.

How many Porsche vehicles are in use at the tournament?
We have 52 cars in use: 30 shuttle cars and a further 22 that are used as exhibition pieces and can be test driven during the tournament by guests and the players.

Final question: Who would you like to see win on Sunday?
In the last two weeks of the European Tour, the title has been won by a local favourite in both Italy and the Netherlands. That is obviously a great experience for both the player, winning on home soil, and for the local crowds. With that in mind, I would certainly have nothing against a German champion at the Porsche European Open. First and foremost, however, I hope we have an exciting tournament, preferably right down to the final putt.

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