

Porsche powers performance with endurance runner William Goodge

29/08/2025 Porsche Cars Australia is powering performance, enlisting ultra-endurance athlete and global wellness ambassador William Goodge to run with Porsche in the 2025 TCS Sydney Marathon presented by ASICS, representing the pinnacle of perfor mance and perseverance with Porsche proudly leading the race as the Official Automotive Partner.

Supported by Porsche, Goodge will join the field of 35,000 runners as the TCS Sydney Marathon makes its official debut as the seventh Abbott World Marathon Major. Known for his feats of physical and mental endurance – including running from Cottesloe Beach in Perth to Sydney's iconic Bondi Beach in a record-breaking 34 days – Goodge brings a spirit of determination and ambition that perfectly reflects Porsche's DNA.

Goodge will not only take on the iconic 42.195km route from North Sydney to the steps of the Sydney Opera House – widely regarded as the most spectacular marathon finish line in the world – but will also join Porsche customers from around the world for the Porsche Sydney Marathon Experience; a curated 4-day event prepared especially for those that live life in the fast lane.

Earlier this year, Goodge completed his most audacious challenge to date – running 3,800km across Australia from Perth to Sydney in just 34 days. The run captured international attention and solidified his reputation as one of the world's leading endurance athletes.

"To be running the Sydney Marathon with Porsche – a brand that epitomises performance and precision – is an incredible honour," said Goodge. "Running a marathon is always a test of mind, body and spirit. That's something I see mirrored in Porsche's pursuit of excellence."

This announcement comes as Porsche Cars Australia returns for the third consecutive year as the Official Automotive Partner of the TCS Sydney Marathon, reinforcing its commitment to endurance sport and electrified performance. The new Macan will lead the race as the official pace car.

Immersive Brand Moment for Runners and Spectators

Porsche's presence at the 2025 event will extend beyond the course, from 28 – 30 August, fans can visit the premium Porsche Run Pit Stop at the International Conven tion Centre, a space designed to fuel your marathon spirit.

This immersive experience will offer an opportunity to get up close and personal with the new Macan – the official lead car of the TCS Sydney Marathon presented by ASICS – and join the Porsche performance legacy.

Info

The Porsche Marathon Experience at this year's TCS Sydney Marathon presented by ASICS takes place from 29-31 August.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

*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).

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