

Porsche Golf Circle enjoys exceptional golfing days in Dubai

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11/12/2023 The global Porsche Golf Community celebrates the conclusion of a successful event year in a wonderfully friendly and convivial atmosphere at the Porsche Golf Circle x Icons of Porsche festival in Dubai. The members enjoyed special experiences both on and off the courses at the prestigious Emirates Golf Club. Another highlight is the visit to the Icons of Porsche festival.

Exceptional golfing experiences in a breathtaking setting – the Porsche Golf Circle x Icons of Porsche event in Dubai brought the Porsche Golf Circle's international community together in the United Arab Emirates' biggest city. Fifty-two golfers from 15 countries and four continents savoured the game of golf in a number of ways at the magnificent Emirates Golf Club. On the first evening, the majority of the participants played golf for the first time ever under floodlights on the Faldo Course and enjoyed the breathtaking views of the illuminated Dubai skyline. Shortly after dawn the next day, the prestigious Majlis Course, the venue of the DP World Tour's Dubai Desert Classic, was the stage for an 18-hole

tournament. The members contested various competitions around the perfectly prepared course.

Exclusive encounters

The memorable days in wonderful togetherness rounded off the visit to the Icons of Porsche festival. At the Middle East's biggest Porsche gathering, the visitors marvelled at not only the eye-catching Porsche models – Grant Larson, the legendary designer of several Porsche icons and today the Director of Special Projects at Porsche met the Porsche Golf Circle Community to talk about the sports cars and answer the members' questions. The Community was, one day after its world premiere, also able to take a look at the new Porsche Panamera live in Dubai.

"The event exceeded all expectations," said a delighted Ralf Schumann from Germany who continued, "The setting and the whole programme were simply breathtaking. You don't get to experience something like it that often. Everything fits perfectly in the Community, and we had so much fun together. A totally brilliant event."

This also included the evening events which presented the members on Dubai's rooftop terraces with a phenomenal view of the desert metropolis and the Persian Gulf. The Community enjoyed a lovely time in which not only the day's best had every reason to be happy. The festivities were continued at another night golf session – in a relaxed atmosphere at the Top Golf Range with everybody in great spirits enjoying snacks and drinks until late in the night.

"This event featuring one-of-a-kind golf experiences, memorable encounters and a spectacular brand experience marked the end of another successful year for the Porsche Golf Circle Community," says Carolin Kunz, Global Community Management at Porsche AG. "One has to once again emphasise the internationality and the Community's rousing Porsche spirit which has made the exceptional mood and atmosphere within the community possible."

A year full of highlights

The Porsche Golf Circle concluded another exciting event year within the global Community in Dubai. This year, Porsche Golf Circle celebrated 75 Years Porsche Sports Cars along with, amongst others, the big Porsche family – with dignitaries associated with the brand, exclusive insights into the success story and the world premiere of Mission X. At the Porsche Golf Circle Festival in Mallorca in September, the mixture of high-class golf on the top Alcanada course and festival flair with live music acts and Balearic Food & Summer Drinks thrilled the members. The Community additionally fulfilled long-held dreams in October when playing the Pebble Beach Resort's legendary Pebble Beach Golf Links and Spyglass Hill course in California. They also enjoyed unforgettable moments in the company of the Porsche Brand Ambassador Paul Casey and when visiting the seventh Porsche Rennsport Reunion on the WeatherTech Raceway Laguna Seca.

The Porsche Golf Circle

Founded in 2017, the Porsche Golf Circle is a Community in which golf-loving Porsche enthusiasts from all around the world come together to share their fascination for both Porsche and golf. At unique events all over the globe, members experience golf in the "Porsche way" – whether in Singapore, the Pebble Beach golfing paradise or at the Home of Golf in St. Andrews, Scotland. In doing so, the Community is not only at home on the golf course – the Porsche Golf Circle app takes the experience into the digital world with the chance to communicate interactively with other members around the world. The app is additionally the central meeting platform for everything related to Porsche and golf. To become a member of the Community oneself, interested persons can download the Porsche Golf Circle app in the App Store or at Google Play.

MEDIA ENQUIRIES



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