

Japanese Furue triumphs at The Amundi Evian Championship

14/07/2024 In its role as the automotive and mobility partner of the 30th edition of The Amundi Evian Championship, Porsche was involved for the first time in professional women's golf, and thus facilitated an emotional brand experience in a high-quality golf environment for customers and fans. The highlights in Évian-les-Bains, France were the Japanese Ayaka Furue's impressive victory and Jodi Ewart Shadoff's hole-in-one earning her a Porsche Macan Turbo Electric.

High-class finale at the only golf major in Continental Europe: thanks to a brilliant fourth round 65 in The Amundi Evian Championship on Sunday, Ayaka Furue from Japan celebrated her maiden Major win. The 24-year-old golfer from Kobe impressively kept her rivals Stephanie Kyriacou (Australia) and Patty Tavatanakit from Thailand at bay when winning by one and two shots respectively.

"It's breathtaking," said the emotional winner just after her second triumph on the LPGA Tour. "I'm speechless, I'm so proud to now be the fourth Japanese Major champion." On a high-class Sunday at the Evian Resort Golf Club on the south banks of Lake Geneva, Thailand's Tavatanakit initially caused a sensation when carding a 63 – the best score of the tournament – to put pressure on Furue. The latter

however countered with a sensational eagle on the 72nd and final hole to also better the Australian Kyriacou, who only managed a birdie.

“The 2024 Amundi Evian Championship was a superb event with an exceptional winner. Congratulations to Ayaka Furue and Franck Riboud and Jacques Bungert's team for a spectacular week,” said Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. “The event with its mixture of world class golf, a magnificent setting and friendly atmosphere fits Porsche exceedingly well. We could therefore give our guests from France, Taiwan and Korea a unique experience. I’m also really pleased for our new Macan fan Jodi who provided a very special moment with her hole-in-one.”

Englishwoman Jodi Ewart Shadoff wins hole-in-one car

One of the event's standout highlights came right away on Thursday. Hitting a perfect shot, Jodi Ewart Shadoff secured herself the spectacular hole-in-one prize on the Par 3 16th hole – a Porsche Macan Turbo Electric in Ice Grey Metallic. “It's incredible. Porsche has always been my dream car,” said the 36-year-old who took a 9-iron for the 132 metres to the flag. “For me, it was clear right away that I was going for the flag if there's a Porsche at stake. It's mind-blowing, a very cool moment.” For Ewart Shadoff, it is already the 16th hole-in-one in her golfing life – “definitely the best I’ve ever hit. Sixteen happens to be my lucky number,” continued the two-time Solheim Cup winner.

Not far from the Macan Turbo Electric on the 16th hole, another model in the new Macan Electric series was showcased in the location with a spectacular panorama. The photo spot there was used by numerous visitors for memory photos with the Macan 4, which, surrounded by thousands of golf balls, provided an ideal snapshot. A Taycan Turbo S Sport Turismo and Cayenne E-Hybrid Coupé in front of the Hotel Royal, one of the tournament hotels in Evian Resort, complemented the Porsche presence in France. The sports car manufacturer also shuttled players and guests in its courtesy car fleet that included all electric Macan and Taycan models.

Exclusive golf experience for Porsche customers

Porsche guests from France, Korea and Taiwan also savoured the world top-class golf as participants in the Pro-Am tournament on the championship course as well a stunning view of the 18th green during the four tournament rounds in the exclusive Skybox. On Sunday, Porsche Golf Circle members were also guests in the Skybox. On the day after the tournament, the Community will also be able to take on the excellently prepared Major course themselves as a part of the “5th round”.

Tee Time Ride with top golfers in a Porsche

Ahead of the Major, some top players faced questions about the tournament and the sports cars from Zuffenhausen during an entertaining drive to the course in a courtesy vehicle provided by the car

partner Porsche – including exciting personal insights. The German Major winner Sophia Popov for instance revealed that she has been a Porsche fan since her childhood.

The Amundi Evian Championship, where there is prize money totalling eight million dollars at stake, has become one of the most significant and famous events in women's golf ever since its founding in 1994. As one of the five Majors, the world's elite gather every year at the spectacular Evian Resort Golf Club in Évian-les-Bains with a view of Lake Geneva and the surrounding Alps. This year, the field included 18 players ranked in the world's Top 20.

Porsche in golf

Porsche has been involved in golf since 1988 through the Porsche Golf Cup. The tournament series is one of the company's most successful customer events and has developed into an international event in which about 16,000 Porsche customers recently took part in 229 worldwide qualifying tournaments. After becoming involved in professional golf for the first time in 2015 as the title sponsor of the DP World Tour's prestigious Porsche European Open, Porsche was then instrumental in establishing the tournament as a top golf event in Germany. Now supporting the European Open near Hamburg as the Official Automotive Partner since 2024, Porsche is thus continuing the long-time successful cooperation with the time-honoured DP World Tour golf event. As the new title sponsor of the Porsche Singapore Classic, the sports car manufacturer is internationalising its commitment to professional golf in the important Asian market. Car partnerships at US PGA Tour and DP World Tour tournaments, including the European Open and the Omega European Masters in Crans Montana as well as in women's golf – The Amundi Evian Championship – round off its involvement in professional golf. Launched in 2017, the Porsche Golf Circle is also highly successful. The international community for keen golf-playing Porsche customers gives its members the opportunity to enjoy exclusive golfing experiences at unique locations and at professional tournaments. Paul Casey has been complementing the Porsche family since 2020 as the first Brand Ambassador from the game of golf.

Day 3

Australian golfer Stephanie Kyriacou edged a stroke ahead of Japan's Ayaka Furue and Lauren Coughlin of the United States with a birdie on the final hole in the third round of The Amundi Evian Championship in Évian-les-Bains, France.

With 18 holes to play, it'll be a battle for the fourth major title of the season at The Amundi Evian Championship. Stephanie Kyriacou fired a 67 in hot and sunny conditions at Evian Resort Golf Club for a 54-hole total of 14-under-par. The 23-year-old from Coogee, Sydney, played 19-and-a-half holes on Saturday, after the second round was suspended overnight due to thunderstorms. She completed her second round at 8am before taking a nap and then starting her third round five hours later.

The two-time Ladies European Tour winner began her third round two strokes behind Ayaka Furue and

the Japanese player had built a three-stroke lead after eight holes, but Kyriacou rallied on the back nine and the pair duelled for the lead, until Lauren Coughlin set the clubhouse target at 13-under with an eagle on 18 – her second of the day after another on hole 9.

Kyriacou made a tricky downhill birdie putt from seven feet on the last to take the outright lead (-14) and said afterwards: “The more you play this course, the more the figure out the tips and tricks. Like, you're never going to get a flat lie, using the slopes on the green, sticking to one shot at a time. I'm very excited to sleep. I can say that. I don't think I've been in contention in a major before, so it's exciting.”

Second round leader Furue, who is just one shot off the lead, was not satisfied with her third round 70. She said: “My shots were not that good today, but I had some huge par saves so that was kind of good for me. Steph made a lot of birdies today, and otherwise I couldn't get any like birdie chances today. So that was a little bit frustrating.”

Coughlin, also tied for second on 13-under-par, was pleased with her 65. She said: “I've just been hitting my irons and driver extremely well, and finally rolling in some putts, too. It was a great round. Started off a little shaky hitting it in the right bunker on the first, but other than that, I feel like I settled in quite quickly.”

Pajaree Anannarukarn of Thailand is three strokes further back in fourth place on 10-under-par. Ally Ewing of the United States had the round of the day – a seven-under-par 64 – and shares fifth with Hye-Jin Choi and Patty Tavatanakit.

As the automotive and mobility partner of The Amundi Evian Championship, Porsche will present an emotional brand experience in a high-class golfing environment for customers and fans this week. There had already been a highlight of the event on Thursday. With a perfect shot, Jodi Ewart Shadoff from England secured the spectacular hole-in-one prize on the par 3 16th hole: a Porsche Macan Turbo Electric in Ice Grey Metallic.

Day 2

Heading into Saturday, Japan’s Ayaka Furue leads the field at 12-under par and three shots clear of her closest competitors. The second round of The Amundi Evian Championship in Évian-les-Bains, France, was suspended due to dangerous weather conditions.

Players were evacuated from the golf course due to storms in the area at 4:23 p.m. local time. The second round of the only Major in Continental Europe was then officially called for the day at 6:09 p.m. local time. With five holes still left in her second round, Furue is 6-under par and bogey-free through 31 holes. Stephanie Kyriacou and Haeran Ryu are nine-under par for the tournament and each sit at 4-under par in their second round. Both players return on Saturday to complete their second rounds with Kyriacou through 16 holes and Ryu through 11. Angela Stanford, who earned her maiden major title at the 2018 Amundi Evian Championship, sits in a tie for fourth through 12 holes with fellow major

champion Patty Tavatanakit (through 15 holes) at -8.

Prior to the suspension of play, the morning wave was able to complete round two and several players made jumps into the top-10 with their second-round scores. With a second-round 63, LPGA Tour rookie Yu Jin Sung started the day in a tie for 75th and currently sits tied for sixth heading into Saturday. Sung recorded the lowest 18-hole of her young career. She is just the third player in Amundi Evian Championship major history to shoot a 63 or lower in the second round.

“I think the course is pretty familiar to courses I’ve played in Korea,” said Sung. “It’s a bit tougher here than in Korea, but there are many similarities so I think Korean players may have an advantage in attacking the pins. Even if you hit it well, the ball tends to bounce out quite a bit so it’s important to keep your mental game in and focus when that happens.”

LPGA Tour veteran Mi Hyang Lee recorded a 5-under 66 to move into a tie for sixth from 21st place. Additionally, three players (Georgia Hall, Narin An and Jin Young Ko) recorded second-round scores of 67 on Friday morning to sit in a tie for 10th. Defending champion Celine Boutier (France) is still well in contention with a total of five under par, while Nelly Korda (USA), the world number one, is already a little behind at one under par.

Sixty-six players are set to return on Saturday to complete their second rounds with play resuming at 7:30 a.m. The cut to the top 65 and ties will be made after the conclusion of round two. Round three is scheduled to begin at approximately 10:45 a.m. local time.

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Day 1

Three players took advantage of the morning conditions to share the lead after Thursday at The Amundi Evian Championship in Évian-les-Bains, France. English golfer Jodi Ewart Shadoff hit a hole-in-one to win a Porsche Macan Turbo Electric.

Major champion Patty Tavatanakit, LPGA Tour winner Gemma Dryburgh and recently-turned professional Ingrid Lindblad shot 7-under 64s to share the top spot on the leaderboard of the only Major in Continental Europe. Tavatanakit was first to set the benchmark after starting the day on No. 10, making five birdies on her first nine holes. “I always like coming back here. It's always nice. I feel like I'm more comfortable with my game compared to last year,” said the 24-year-old.

The Swede Lindblad, 24, played her way to the top alongside the Thai at midday. She only turned

professional in June after an outstanding amateur career. The former World Amateur Golf Rankings No. 1 played her first ever bogey-free round on the LPGA Tour and is looking to make the most of her sponsor invitations. Her first round at the Lake Geneva is a good start.

“Weather is great and that helps a lot. Just I kept saying if you don't play well, you can just look at the lake and enjoy the views. It's really pretty and the course is in great condition,” said Lindblad, who is No. 581 in the Rolex Rankings. “It's a bit on the softer side on the greens, which probably helped the scoring today.”

As for Dryburgh, the Scot's 7-under day earned her just the second post-round lead of any kind on the LPGA Tour. The 64 tied her career-low 18-hole score. “I think a lot of the girls have been here quite a few times. This is my third time playing it as a major. Played the qualifier years ago. Just having seen it a few time really helps,” said Dryburgh, who also has her putting coach, Nick Soto, with her at Evian Resort Golf Club. “My caddie has been around I think his seventh Evian, so just that experience helps a lot, I think just knowing where to miss sometimes and where the best putts are.”

Six players sit tied for fourth at 6-under, including 2014 Amundi Evian champion Hyo Joo Kim. The 2015 champion, Lydia Ko, is also among the group tied for fourth after her 65 on Thursday. Ko is making her 11th appearance in the major championship. Defending champion Celine Boutier and Rolex Rankings No. 1 Nelly Korda are in a tie for 21st at 2-under.

Hole-in-one to win a Porsche Macan Turbo Electric

A dream start to the only Major in Continental Europe had Jodi Ewart Shadoff by hitting a perfect shot on the Par 3 16th hole. Her ace has secured the 36-year-old the spectacular hole-in-one prize – a Porsche Macan Turbo Electric in Ice Grey Metallic. “It's incredible. Porsche has always been my dream car,” said the LPGA winner who took a 9-iron for the 132 metres to the flag. “For me, it was clear right away that I was going for the flag if there's a Porsche at stake. It's mind-blowing, a very cool moment.” According to Ewart Shadoff, the two-time Solheim Cup winner, her 16th hole-in-one is “definitely the best I've ever hit. 16 also happens to be my lucky number.”

MEDIA ENQUIRIES



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Consumption data

Cayenne S E-Hybrid Coupé (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 4.5 – 4.0 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 19.9 – 19.1 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 102 – 90 g/km; Stato [StandHeute]

Macan Turbo (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.6 – 18.3 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Taycan Turbo Sport Turismo (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.9 – 18.6 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Macan 4 (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.5 – 17.7 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

*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).

Image Sublines

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Title: Ayaka Furue, The Amundi Evian Championship, 2024, Porsche AG
Subline: Ayaka Furue

Path: Japanese Furue triumphs at The Amundi Evian Championship/Images/img_2.jpg
Title: Jodi Ewart Shadoff winner of the hole-in-one car, The Amundi Evian Championship, 2024, Porsche AG
Subline: Jodi Ewart Shadoff

Path: Japanese Furue triumphs at The Amundi Evian Championship/Images/img_3.jpg
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Subline: Ingrid Lindblad

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