

Porsche extends Porsche European Open title sponsoring

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02/12/2020 World class golf meets powerful sports cars – and will do so for a further three years. Porsche AG will remain the title sponsor of the Porsche European Open until 2023. By committing themselves to the prestigious European Tour tournament in these special times, the company is making a statement backing top-class golf both in Germany and Europe.

From 3 to 6 June 2021, elite golfers will be teeing off at the sixth edition of the Porsche European Open which will be played for the fourth time on the Porsche Nord Course belonging to the Green Eagle Golf Courses complex on Hamburg's doorstep.

"The Porsche European Open stands for the very best in golf and for thrilling experiences – in equal measure for the fans and the competing world class golfers," says Detlev von Platen, member of the Executive Board responsible for Sales and Marketing at Porsche AG. "We want to continue to offer golf

lovers the outstanding sports event in the future. Hamburg is the ideal place as the northern German city has a long golfing tradition and is the home of many fans of the Porsche brand."

Together with the new tournament organiser, the Düsseldorf based U.COM Event, the sports car manufacturer is already delighted that the first prominent player has signed up for the tournament: Paul Casey, Porsche Brand Ambassador and the winner of the 2019 event, will, after the cancellation of 2020 tournament due to the coronavirus, once again be in the field. "It was an incredible feeling after winning this prestigious tournament," said the Englishman. "My heroes are all engraved on the Porsche European Open trophy. It was one of the best experiences with the fans and it makes it all the more pleasing that I can be a part of this important tournament in 2021."

Porsche in golf

Porsche has been the title sponsor of the Porsche European Open, a European Tour event, since 2015 and has been involved successfully in professional golf with automotive partnerships at three tournaments on the Asian and European Tour since 2019. This year the sports car manufacturer has been additionally supporting the UK Swing with the European Tour's "Golf for Good" initiative. Porsche has also been organising the Porsche Golf Cup for more than three decades. The tournament series is one of the company's most successful customer events. Held in Germany for the first time in 1988, the Porsche Golf Cup has developed into an international event at which recently over 17,000 Porsche customers competed in 261 qualifying tournaments worldwide. Also highly successful is the Porsche Golf Circle, an international and app-based community for keen golf-playing Porsche customers that was launched in 2017. The world class golfer Paul Casey has additionally been a member of the Porsche family as the first brand ambassador from the game of golf since this year.

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