

A top-class golf experience at The Amundi Evian Championship

08/07/2024 Porsche has become involved in professional women's golf for the first time. As the automotive and mobility partner of The Amundi Evian Championship, the sports car manufacturer will present an emotional brand experience in a high-class golfing environment for customers and fans. A top-quality field will compete in Évian-les-Bains, France from 11 to 14 July for the only major title to be held in Continental Europe, and for a Macan Turbo Electric as the hole-in-one prize.

World class sport and powerful sports cars on a spectacular stage: as a part of the internationalisation of its professional golf commitment, Porsche will this week act as the car partner of The Amundi Evian Championship in France. Awaiting visitors to Continental Europe's only women's Major on the LPGA Tour and the Ladies European Tour calendars is an attractive brand experience in the magnificent Evian Resort Golf Club on the southern banks of Lake Geneva. Porsche has already celebrated a successful premiere this year as the new title partner of the Porsche Singapore Classic on the DP World Tour.

"We're really looking forward to being present for the first time at The Amundi Evian Championship, one of the most important tournaments in global women's golf. With its combination of world class sport

and the stunning venue, the event provides a perfect platform for customers and fans to experience the Porsche brand," says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG.

Hole-in-one car: a new all-electric Macan Turbo

A highlight of the brand experience is the spectacular hole-in-one prize on the 16th hole. A dream shot on the tricky 140-metre Par 3, where wind and water can be very challenging, will be rewarded with a Macan Turbo Electric in Ice Grey Metallic. Amateurs can also win the Porsche at the traditional Pro-Am tournament on Wednesday. The first all-electric SUV from Porsche was only premiered a few months ago and sets new standards with its range of up to 591 km as well as up to 470 kW (639 PS, **Macan Turbo (WLTP)*:** Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A) of power.

Another model belonging to the new Macan electric series serves as an exceptional photo spot for fans in the Public Village with its breathtaking views. A Taycan Turbo S Sport Turismo and a Cayenne E-Hybrid Coupé additionally complement the Porsche presence in France as exhibition vehicles in front of the Hotel Royal, one of the tournament hotels in Evian Resort. The sports car manufacturer will also provide the courtesy vehicles for players and guests – they also include all-electric Macan and Taycan models.

Exclusive golf experience for Porsche customers

The Major promises to be a special experience for numerous international Porsche customers. Guests from France, Korea and Taiwan will therefore immerse themselves deeply in the world of top-class golf as participants in the Pro-Am on the championship course, and in an exclusive Skybox right next to the 18th hole. Porsche Golf Circle members will also be guests in the Skybox for the final round on Sunday. The Community will also be able to take on the excellently prepared Major course themselves one day after the tournament.

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 headed by Nelly Korda (USA), Lilia Vu (USA) and Jin Young Ko (South Korea) includes 18 players ranked in the world's Top 20. The title holder is the first French winner of the event, Celine Boutier.

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.

MEDIA ENQUIRIES



Markus Rothermel

Spokesperson Sports Communications
+49 (0) 170 / 911 0779
markus.rothermel@porsche.de

Consumption data

Taycan Turbo S Sport Turismo (WLTP)*: Electrical consumption combined: 20.9 – 18.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne E-Hybrid Coupé (WLTP)*: Fuel consumption weighted combined: 4.4 – 3.9 l/100 km; Fuel consumption with depleted battery combined: 10,5 – 9,8 l/100 km; Electrical consumption weighted combined: 19.7 – 19.0 kWh/100 km; CO_2 emissions weighted combined: 101 – 89 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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

Path: A top-class golf experience at The Amundi Evian Championship/Images/img_2.jpg
Title: Macan 4 Electric, The Amundi Evian Championship 2024, Évian-les-Bains, France, 2024, Porsche AG
Subline: The Amundi Evian Championship 2024: Courtesy vehicles

Path: A top-class golf experience at The Amundi Evian Championship/Images/img_3.jpg
Title: Nelly Korda, The Amundi Evian Championship 2024, Évian-les-Bains, France, 2024, Porsche AG
Subline: Nelly Korda

Link Collection

Link to this article
https://newsroom.porsche.com/en/2024/sports-society/porsche-golf-the-amundi-evian-championship-2024-preview-36740.html

Media Package
https://pmdb.porsche.de/newsroomzips/673ac23c-8b72-451c-82e6-145e61ac271c.zip

External Links
https://newsroom.porsche.com/en/sports-society/golf.html