

Porsche Golf Circle meets the Masters Champion

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05/12/2018 At home in the world but even more so on the golf course: in its first year of existence, the Porsche Golf Circle has developed into a popular meeting place for golf-loving Porsche customers from all over the world – and therefore into a success story with a highly promising future.

In autumn 2017, a symbolic tee off in Portugal marked not only the international, app-based community's start in the digital world but also the start of unique event trips. One led the exclusive circle of customers to the spectacular Abama Golf Resort in Tenerife. 72 members from 11 nations were proof of the high degree of acceptance that the golf community has gained in a short period of time. The next highlight, a practice session with the Masters Champion Patrick Reed scheduled for the start of 2019, is already awaiting.

A tournament at the Abama Golf Course, golf clinics with the PGA pros Frank Adamowicz, Torsten Giedeon and Craig West as well as memorable culinary excursions brought an eventful first year for the golfing community to a close. “Our members travel to our events from so many countries and the atmosphere is excellent right from the start. Everybody speaks the same language – golf. It really does make the Porsche Golf Circle something special,” says Sandra Siegloch, Manager Porsche Community Management.

In 2018, community members were present at the Porsche European Open on Hamburg's doorstep and the prestigious Ryder Cup in Paris where they twice experienced golf's crème de la crème. Thanks to such highlights, the Porsche Golf Circle has quickly increased in size to over 1,600 members. The hope is for the momentum to continue into 2019. In as early as February, 18 members will have the opportunity to be a part of a quite special golf trip where they will personally get to know a reigning major champion. “Meet the Masters Champion Patrick Reed” will take the participants to Houston, Texas where Patrick Reed, the 2018 Masters winner, will let his guests in on some world class tips in individual practice sessions. “I can't wait to meet the Porsche Golf Circle members,” said the expectant Reed. “It'll be an unforgettable experience for us all.”

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