

Porsche in golf: “An excellent experience platform”

17/04/2024 With the internationalisation of its professional golf strategy, Porsche is offering customers and golf fans an attractive worldwide brand experience. Deniz Keskin, Director of Brand Management and Partnerships at Porsche AG, talks about the brand's expanded golf commitment in an interview with the Porsche Newsroom.

2024 is a special year for Porsche in the game of golf. As a part of the internationalisation of its commitment, the brand has become actively involved for the first time in Asia in its role as the title partner of the Porsche Singapore Classic. Added to that is the entry into women's golf at the The Amundi Evian Championship in France. Furthermore, Porsche will act as the official car partner at, for instance, the European Open near Hamburg and the Omega European Masters in Switzerland, both DP World Tour tournaments. In an interview with Porsche Newsroom, Deniz Keskin, Director of Brand Management und Partnerships at Porsche AG, speaks about the successful start to the year at the Porsche Singapore Classic, the upcoming tournaments in summer and the strategy behind the golf involvement of Porsche.

Mr Keskin, the first edition of the Porsche Singapore Classic is only a few weeks old. What conclusions have you drawn from the premiere?

Deniz Keskin: The first edition as the title partner has exceeded our expectations. It was all down to the very good field of players combined with an exciting competition that ended in a play-off and a deserved winner, Jesper Svensson. Decisive was also that we were also able to offer a premium brand presence. Therefore, for us at headquarters, it was wonderful to see that we were able to welcome guests from our markets in Singapore, Japan, Taiwan, Korea and China to the location and that they were offered special experiences. The success reinforces the international relevance of the event.

Are the Asian markets also one of the reasons for the move to Asia?

Keskin: Yes, definitely. The Asian market is highly relevant from a sales point of view and because of the increasing interest in golf. As an innovation hub and central country in Southern Asia, Singapore above all is highly important for us. With the official opening of the Porsche Studio, the world premiere of the new electric Macan and the worldwide dealer event, Singapore was, even before the Porsche Singapore Classic, a core location for Porsche activities in the first months of 2024.

How could visitors experience Porsche for themselves in the tournament week?

Keskin: Our basic idea is that of bringing together the Porsche Golf Community in special places and giving them the chance to enjoy a special brand experience. It was highly possible in the environment of a prestigious professional DP World Tour event played on one of Asia's outstanding courses. A highlight for players and spectators was the Porsche Panamera Turbo E-Hybrid in Madeira Gold Metallic as the very special hole-in-one prize. Visitors also had the chance to win the dream car by first qualifying via the Porsche Panamera Shootout.

Despite many excellent attempts, the hole-in-one unfortunately didn't drop ...

Keskin: True, the pros and, on one occasion, an amateur came very close on a few occasions at the Laguna National Golf Resort Club venue. Alone the chance of teeing off on the Classic Course's 17th hole immediately after the tournament had finished is a highlight for fans and amateur golfers. In addition to their VIP experiences, our guests also enjoyed the Pro-Am tournament. Porsche customers also had the opportunity to come together with the top golfers Paul Casey and Shane Lowry and the Porsche works driver and Le Mans winner Kévin Estre at a personal Meet & Greet. All the visitors were able to experience the special cars on display in the grounds, including the 996 Swan Car, a spectacular art car conceived by Chris Labrooy. The special showcasing ensures everything has become something to remember.

What highlights does the coming year have in store for us?

Keskin: We want to continue to develop the tournament in South-east Asia and to further strengthen the marque on-site with exclusive brand experiences, and thereby doing so acquaint even more

customers and golf fans with the Porsche Singapore Classic. The magnificent event is the new highlight of our international professional golf involvement, and its success proves that our internationalisation strategy has been right from the outset.

You have just touched on the strategy. What are the underlying ideas behind the various involvements in the game of golf?

Keskin: Basically, golf is one of the vital pillars of the sport sponsoring strategy. Worldwide, golf is our customers' most important pastime. Within the game of golf, we meet an extremely interesting and exclusive global target group that is an excellent match for Porsche. With this background, we have already been involved in golf for the past 35 years with the Porsche Golf Cup and we have been supporting international professional golf since 2015. Thanks to the commitment to which the Porsche Golf Circle also belongs, a vibrant international Porsche Golf Community has been established since the Circle was founded in 2017. Over and above the core target group, we at the same time are championing an international, diverse and young development of the game of golf.

Which objectives are Porsche pursuing with golf?

Keskin: We are trying to take advantage of the opportunities that golf offers as an excellent experience platform to interact in the areas of customer loyalty and customer acquisition. The sport's popularity is increasing in Asia in particular. It's why we want to boost the visibility of Porsche in golf. Our focus additionally lies on the brand experiences for customers and golf fans that we can offers as partners.

As the official Car Partner of the long-established European Open, which this year will be seeking its 41st winner, Porsche is remaining loyal to the home market despite the new commitment in Asia. Why is that?

Keskin: We're proud to continue supporting the tournament we've jointly developed over nine years. The European Open stands for top class golf and a lingering spectator experience with international relevance. We want to contribute to our home market in Germany in the future too.

What is planned for this year?

Keskin: There will again be a Porsche as hole-in-one car to be won on the Nord Course's famous 17th hole. The Porsche Owners' Garden right next to the green provides a perfect view of tournament action. We will have an on-site presence with a display of cars and several courtesy vehicles. Porsche guests can additionally park their cars on the exclusive Porsche car park.

In addition to the title partnership at the Porsche Singapore Classic, the commitment of Porsche in women's golf is new. Why has Porsche entered women's golf?

Keskin: The Amundi Evian Championship is one of the most prestigious events worldwide in women's golf. The only one of the five Majors that is held in Continental Europe, it takes place at one of golf's

prominent addresses, namely the Evian Resort Golf Club on Lake Geneva. It is a high-quality setting in which we want to contribute an added value to the tournament, and we want to continue to support the development of women's golf. For the first time, there will be a Porsche at stake as a hole-in-one prize at a professional women's event. And the international Porsche Golf Community will be hosted at the beautiful location.

What kind of relevance does women's sport have for Porsche?

Keskin: Porsche has a long history of being involved in professional sport for women. In the amateur game, we've been active in men's and women's golf with the Porsche Golf Cup ever since 1988. The percentage of Porsche customers that are women is increasing year on year. At the same time, women's golf is becoming more and more popular, especially in the Asian region that is important for us. Combined with the motivation to advance women's golf, it means such an optimal alliance is created.

What can one expect in the future from Porsche in sport?

Keskin: We always keep a close eye on the international market and are looking at the various platforms and sports. They are analysed and we want to understand what is particularly relevant for our customers. We take the information and then align our strategy and corresponding formats, and we will continue to do so in the future too. Alongside golf, we are presently active in tennis where we are right in the middle of organising the 47th Porsche Tennis Grand Prix in which there is a top-quality field containing eight Top 10 players. Then there is kitesurfing, big wave surfing and football. But our sponsoring is also growing in the cultural sector, as well as in music. There's lots to expect, but that's the way it should be.

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 over 17,000 Porsche customers recently took part in 261 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. 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 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



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Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

*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).

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