

# New dynamism

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19/03/2014 Germany's women's senior team has been playing under the banner of Porsche Team Germany in the Fed Cup since 2012.

As the Premium Partner of the Deutschen Tennis Bund (DTB - German Tennis Association), Porsche supports the flagship team of the world's largest tennis association and simultaneously also sponsors junior tennis. The DTB's girls' team has also been competing as the Porsche Talent Team Germany since 2012. Porsche has thus strengthened its involvement in the women's game.

Through the cooperation with the DTB, Porsche has sparked a new dynamism within German women's tennis. "We want German players to also be successful as a team," said Matthias Müller, CEO of Porsche AG. Germany's junior players, whose development is also close to Porsche's heart, will also profit from the success of the top women. "Playing tennis is far more fun for youngsters when they have role models. We want to play our part in making sure there are such role models in the future too," continued Matthias Müller.

The German players have enriched the partnership between Porsche and DTB with numerous wins. For instance Angelique Kerber qualified for the year-end WTA Championships in Istanbul in both 2012 and 2013. Annika Beck, a member of the Porsche Talent Team Germany, celebrated her biggest career success when winning the junior competition at the 2012 French Open. In the Fed Cup, Porsche Team Germany has reached the semifinals this year for the first time since 1995.

## Clear commitment by Porsche for the Porsche Tennis Grand Prix

The partnership with the DTB also demonstrates a clear commitment by Porsche for the Porsche Tennis Grand Prix. “We also want to continue to present our audience in the Porsche Arena with the world’s top players and the best Germans – and if possible a German winner every now and again,” said Matthias Müller. Markus Günthardt, the Tournament Director of the Porsche Tennis Grand Prix, believes the long-standing tournament will therefore become even more attractive: “The players supported by Porsche are quite capable of winning important tournaments and can maybe make a major breakthrough in the near future. We’ve had to wait a long time since the Steffi Graf and Anke Huber era for strong German players to emerge.”

The support for DTB is an essential part of Porsche’s sponsoring concept which covers every part of society. Thus the company is also the partner of the world famous Stuttgart Ballet and the Leipzig Gewandhaus Orchestra under the banner “Premium meets Premium”. It additionally also supports junior activities in sport clubs in Baden Württemberg and Saxony as well as a variety of scientific and charity projects. By sponsoring a broad spectrum of activities, Porsche wants to further embrace its social responsibility within society.

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