


# Porsche Golf Circle Festival Mallorca 2024: A day to remember

**22/06/2024** The Porsche Golf Circle Festival Mallorca delivered another special golf experience for the international Community of keen golf-playing Porsche customers. It was a perfect day in best conditions at the Club de Golf Alcanada – a happy and relaxed event that brought the community together in one of the most beautiful places where 80 members from 11 different countries and three continents enjoyed being together and shared their common passions with great joy.

World-class golfer Paul Casey had described the Club de Golf Alcanada course as one of Europe's beautiful, and the 2024 Porsche Golf Circle Festival Mallorca impressively proved that the Porsche Brand Ambassador was right. On one day in the year, the golf course with a breathtaking view of the lighthouse of Alcanada is turned into a festival area, that unites top-class golf with the relaxed cheerfulness of a good summer day. This year, the event directly followed the Porsche Golf Cup World Final, which was also held in Alcanada.

Awaiting the international Community was a unique 18-hole Porsche Golf Circle Festival tournament – with lots of fun, many colours and diverse side events that culminated in a party on the clubhouse

terrace.

Before heading out onto the course, the members who share their passion for Porsche and golf enjoyed the special festival atmosphere with beats, coffee & snacks and starting gifts at the Check-in & Welcome. It was a fitting introduction for the upcoming challenges around Club de Golf Alcanada's 18 perfectly prepared holes.

## Photos as the best reminder

The members were exhilarated by the like-minded people in the groups, right from the first moment after the shotgun start. With the sun shining brightly on the amazingly beautiful surroundings, the golfers were provided with snacks and drinks and spectacular memories when out on the course. Many photos were taken, and everybody enjoyed the wonderful time together. Even in the splendid atmosphere, there was no lack of competitiveness in the gross and net categories plus the Longest Drive and Nearest to the Pin contests.

One highlight was the hole-in-one prize on the 17th hole – a Macan Electric Turbo. A TAG Heuer Connected Caliber E4 Golf Edition was also at stake for a hole-in-one on the fourth. Even though nobody managed a dream shot, the festival fun remained huge. This was also down to special Festival Challenge with three stations spread around the course.

No matter whether one was a winner or not, there was a lot to celebrate for the 80 participants from Europa, Australia and the USA. The members got in the mood on the clubhouse terrace for the day's festivities. Live music acts, Balearic food and summer drinks from the bar created a festival feeling. "The perfect end to a perfect day," cheered one participant.

The exclusive Porsche Golf Circle Festival Pro Shop with limited merchandise for the community offered an opportunity for all passionate members to present themselves in their best outfit as part of a great community. "These are always such great events with the Porsche Golf Circle," said the delighted participant Justyna Kacprowicz from Poland, who has also gained time with her brother thanks to the community, who now always accompanies her to the events.

## Celebrating at the award ceremony and on the dance floor

The Porsche Golf Circle is able to play golf - and to party. This was demonstrated at the award ceremony, where Carolin Kunz, Global Golf Community Management of the Porsche AG, presented the prizes to the best golfers of the day. The winners proudly presented their trophies, the community cheered the best and this special day, on which they all had plenty of reason to celebrate.

At the end of the day, music acts and a DJ ensured a full dance floor, and one participant summed it up enthusiastically: "Too bad the festival is only once a year."

But there's other Porsche Golf Circle events on the schedule. In July, the Community will be off for example to The Amundi Evian Championship in Évian-les-Bains, France for the only women's Major in Continental Europe, and it includes a round on the tournament course.

"It's always a great pleasure for us to welcome new members to the special Community," says Carolin Kunz. "The Porsche Golf Circle events like the Festival in Mallorca give our customers another opportunity alongside the Porsche Golf Cup tournament series to experience the game of gold and Porsche in a special way."

Interested parties can register via the Porsche Golf Circle app and become part of the golf and Porsche enthusiast community.

## 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 around 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. It also offers customers the chance to network on and off the greens via the Porsche Golf Circle app. 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

**Macan Turbo (WLTP)*:** Electrical consumption combined: 20.6 – 18.3 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, $CO_2$Emissions 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).

## Video

https://newstv.porsche.com/porschevideos/287450_en_3000000.mp4

## Image Sublines

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Title: Macan Turbo, Hole-in-one prize, Porsche Golf Circle Festival, Mallorca, Spain, 2024, Porsche AG
Subline: Hole-in-One Prize: a Macan Turbo Electric

Path: Porsche Golf Circle Festival Mallorca 2024: A day to remember/Images/img_2.jpg
Title: Shop, Porsche Golf Circle Festival, Mallorca, Spain, 2024, Porsche AG
Subline: Porsche Golf Circle Festival Pro Shop

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