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Emma Raducanu becomes new Porsche Brand Ambassador

25/03/2022 Emma Raducanu wrote tennis history at the US Open last summer, when a sensational winning run in New York resulted in her becoming the first ever qualifier to win a Grand Slam tournament. Now the 19-year-old Briton will be one of the faces of Porsche in women's tennis, representing the sports car manufacturer worldwide as a Brand Ambassador.

Emma Raducanu represents a new generation of successful young players on the way to the top of women's tennis. She is currently world ranked number 13. After her success at the US Open, she was made a Member of the Order of the British Empire by her country – the youngest woman ever to receive the honour. In April, she will make her debut at the Porsche Tennis Grand Prix in Stuttgart's Porsche Arena.

"For me to be a Brand Ambassador for Porsche means a lot," says Raducanu. "Porsche is one of the

brands I've always loved from a young age. One of my first tennis coaches drove a 911. Whenever I would turn up to practice in the morning, I would see his Porsche, I would go 'wow' and I'd dream about one day sitting in my own. Growing up, I would go to Brands Hatch and watch the Porsche Carrera Cup finals. The adrenalin I would get from motorsports and seeing the Porsches was actually the most fun part of my week. It's really important for me to align with partners and brands that I really feel passionate about and that I identify with. I think this partnership with Porsche is incredible and obviously I'm really excited to see what sort of exciting things we can do going forwards."

An inspiration and role model for young women

"We're delighted to welcome Emma Raducanu to the Porsche family as a Brand Ambassador," says Oliver Blume, Chairman of the Executive Board at Porsche AG. "She embodies not only a new generation of strong and self-confident players but, as a personality, is also an inspiration and role model beyond the realms of her sport for young women all over the world. Through her own life, she exemplifies that one can achieve one's goals if one believes in oneself and is prepared to work hard. She's therefore an excellent fit for Porsche and the values for which the company stands."

"Emma Raducanu is a wonderful personality, both on and off court. Her appearances at Wimbledon and the US Open thrilled not only tennis fans. She combines a dynamic and powerful game with passion and the desire to attack," says Sebastian Rudolph, Vice President Communications, Sustainability and Politics at Porsche AG. "Off-court too, she's a friendly, eloquent and self-confident young woman. We'd like to extend a warm welcome to her as she joins our family of Brand Ambassadors."

The first British woman to win a Grand Slam since Virginia Wade in 1977, Raducanu was born in Toronto, Canada on 13 November 2002 to a Romanian father and a Chinese mother. When she was two, she moved with her parents to the UK and she took up tennis at the age of five. Eligible to compete in U-18 ITF tournaments from her 13th birthday, she promptly won the Nike Junior International in Liverpool just eight days later, making her the youngest tournament winner in ITF history. As the world No. 338, she was given the opportunity to compete at Wimbledon thanks to a wildcard and progressed all the way to the final 16. The biggest achievement to date of her young and highly promising career came when she sensationally won the US Open.

Joining the Porsche family as Brand Ambassador

As a new tennis ambassador, Raducanu complements the Porsche family, which includes the likes of Germany's current top tennis player, Angelique Kerber. Also from the world of sport is the golfer Paul Casey, from England, and Germany's football World Cup winner Sami Khedira, who is active as the ambassador for the Porsche junior development programme.

Others representing the sports car manufacturer's company and product communications are the German rally legend Walter Röhrl, the Australian Endurance World Champion Mark Webber and

Norway's double Olympic skiing champion Aksel Lund Svindal. Two former Porsche works drivers also belong to the circle of Brand Ambassadors – GT specialist and development driver Jörg Bergmeister and two-time Le Mans winner Timo Bernhard.

Consumption data

911 GT3 (Predecessor model)

*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).

Video

https://newstv.porsche.com/porschevideos/205925_en_3000000.mp4

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