

Golf: Porsche extends title sponsorship

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06/12/2016 Porsche will remain title sponsor of the European Tour event in Germany until 2020. Besides, the venue for the third edition of the Porsche European Open has been announced.

The Porsche European Open is heading for overtime. Organiser 4sports & Entertainment AG and Porsche AG announced in Hamburg on Tuesday that Porsche will remain title sponsor of the European Tour event in Germany until 2020. The European Open is one of the most prestigious titles on the European Tour, the primary golf tour in Europe.

As well as the extension of the title partnership, a new venue was also announced for the third edition of the tournament: the 2017 Porsche European Open will take place on the challenging Nord Course at Green Eagle Golf Courses from 26th to 30th July – the week after the Open Championship.

Detlev von Platen: “Hamburg is of particular importance to Porsche”

“The outstanding way in which the Porsche European Open has developed in its first two years has exceeded our expectations. The tournament is synonymous with fantastic sport and also offers visitors an extremely emotional brand experience. As such, we are delighted to be able to continue to offer golf fans world-class golf over the coming years,” said Detlev von Platen, Member of the Executive Board of Management – Sales and Marketing. “The new venue in Hamburg is of particular importance to Porsche: not only does this beautiful city boast a long golfing tradition, but many of our customers also live in the area.”

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