

Porsche launches global golf network

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23/10/2017 Driving into digital worlds: The Porsche Golf Circle was launched at the "Founding Member Event" in Penha Longa, near the Portuguese capital Lisbon. The Porsche Golf Circle is an app-based community, exclusively for Porsche customers who are also golf enthusiasts.

This sees the sports car manufacturer, which has primarily focussed on amateur and professional tournaments for the past 30 years, expand its involvement in the world of golf.

"Porsche and golf have dynamics, technology and precision in common. In turn, members of the Porsche Golf Circle share a great passion for both Porsche and golf," says Oliver Hoffmann, Director Experiential Marketing at Porsche AG. "Past Porsche golf events have already seen participants form communities, and there is an increasing desire for a more intense interchange and shared experiences. We are reacting to this desire by launching the Porsche Golf Circle, which now offers a home for all

those Porsche customers who are also interested in golf."

Exclusive events around the world

Anyone who owns a Porsche can join the Porsche Golf Circle. The platform, on which to do so, is an app for Android and iOS. This app allows members to contact other community members directly, find playing partners around the world and
discover more about the latest Porsche golf activities. More services, such as training tips in the form of digital golf tutorials, help with rules and reports are also planned. As of 2018, one of the highlights of the Porsche Golf Circle will be exclusive events around the world.

The first of these was the founding meeting of the digital golf network at the Penha Longa Resort, which was attended by 180 participants from 16 countries. “The great demand from our customers and the international character of our guests underline the desire for this network,” Oliver Hoffmann emphasised at the Founding Member Event. All participants of the Porsche Golf World Finals dating back to 2014 were invited as founding members, provided they were still Porsche owners. They were treated to a very special golfing experience on the outskirts of Lisbon: as well as two rounds on the Oitavos Dunes and Atlântico courses, the guests were also able to experience the latest Porsche models on the roads around the Portuguese capital. Following a meeting with legendary American golf course architect, Robert Trent Jones Jr., the Porsche Golf Circle was officially launched at the closing gala dinner.

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