Porsche extends successful partnership with the WTA

01/02/2019 Porsche will remain the title partner of the official WTA Finals qualification ranking, the "Porsche Race to Shenzhen". The year's eight most successful women players will come together at the season-ending championships for the first time next year in the modern and technologically-emergent metropole in south east China from 27 October to 3 November.

In extending the successful partnership with the Women's Tennis Association (WTA), Porsche will retain its status as the official and exclusive automotive partner of the WTA and the WTA Finals.

"The WTA Finals are one of the year's sporting highlights and have developed into an event with worldwide appeal. We're delighted to be a part of the success story through our long-standing partnership with the WTA, the 'Porsche Race to Shenzhen' and as a partner of the WTA Finals," said Detlev von Platen, member of the Executive Board responsible for Sales and Marketing at Porsche AG. "As a tech-city in one of our core markets, Shenzhen is an international showcase project for the electrification of passenger conveyance. The new WTA Finals venue is therefore an excellent complement for Porsche's future orientation."

With the qualifying race carrying its name, Porsche is visible worldwide at every WTA tournament and will additionally enhance its presence at selected events. Porsche will also continue as the sponsor of the “Porsche Race to Shenzhen Challenge”, the WTA’s annual online fantasy game. The company is therefore highlighting the internationalization of its involvement in women’s tennis.

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