

Porsche experience on The Amundi Evian Championship's world class stage

07/07/2025 As the official Automotive and Mobility Partner of The Amundi Evian Championship, Porsche will once again provide a quite special brand experience in conjunction with one of the most prestigious events worldwide in women's professional golf. In the magnificent Evian Resort Golf Club set in the mountains surrounding Évian-les-Bains in France, customers and fans at the only major to be held in Continental Europe can expect spectacular golf and Porsche moments revolving around the Taycan Turbo S as the hole-in-one prize.

Perfect platform for spectacular premium experiences – The Amundi Evian Championship will attract the world's elite women golfers to the Evian Resort Golf Club on the south banks of Lake Geneva from 10 to 13 July 2025. In front of a stunning mountain backdrop, the LPGA Tour and Ladies European Tour major provides the guests with, alongside top golf, an event experience of the highest class. And right in the middle of everything, Porsche as the Automotive and Mobility Partner presenting select brand highlights on the attractive stage.

"We're looking forward to the tournament week and the opportunity to continue to establish this top event at the highest level jointly with all the stakeholders," says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. "The high-class presence, the magnificent venue and the golfing excellence of The Amundi Evian Championship fits superbly to our brand. The global appeal as one of the most important tournaments in the game of golf also emphasises the successful internationalisation of our golf commitment."

Hole-in-one car: Porsche Taycan Turbo S

One of the highlights of the sports car attractions at the venue for spectators and players is the Porsche Taycan Turbo S as the spectacular hole-in-one prize. On the tricky approximately 140-metre 16th hole, the English golfer Jodi Ewart Shadoff last year fulfilled a dream by acing the par 3. "It's incredible. Porsche has always been my dream car," said the joyous Shadoff when talking about her prize, a Porsche Macan Turbo. This year, the professional players can win the sports car by hitting a hole-in-one during the tournament as can the amateurs in the Pro-am one day before the major starts.

Exceptional event experience for Porsche guests

In the tournament grounds, Porsche will present all the guests the Porsche Exclusive Manufaktur's wide-ranging individualisation options like for example the latest Heritage Design model, the "911 Spirit 70" and many other original exhibits, samples and textiles. International Porsche customers can gain unique experiences in the tournament week when taking part in the Pro-am on the superbly prepared Champions Course as well as when visiting the Montreux Jazz Festival.

The group can additionally follow the tournament action in the Porsche Sky Lounge with its wonderful view of the 18th green. During the event, all VIP guests will have the opportunity to test drive a 911 Carrera, a Macan and a Taycan around Lake Geneva and the Alpine peaks. A fleet of 30 Porsche courtesy vehicles will be available to shuttle players and guests to and fro between the event venue and the hotel.

Complete world elite on Lake Geneva

The Amundi Evian Championship, where there is eight million dollars prize money at stake, has developed into one of the top and most renowned events worldwide in women's golf since its inception in 1994. The only major in Continental Europe attracts the world's elite women golfers every year to the spectacular Evian Resort Golf Club in Évian-les-Bains with a view of Lake Geneva and the surrounding Alps. All the world's Top 25 players – including the leaders Nelly Korda (USA), Jeeno Thitikul (Thailand) and Lydia Ko (New Zealand) – will be competing. The defending champion is Ayaka Furue from Japan.

Porsche in Golf

Porsche has been involved in golf since 1988 through the Porsche Golf Cup. One of the company's most successful customer events, the tournament series has developed into an international event in which over 16,000 Porsche customers recently took part in 229 worldwide qualifying tournaments. The sports car manufacturer started its involvement in professional golf in Germany in 2015 when becoming the title sponsor of the DP World Tour's prestigious Porsche European Open. Local car partnerships on the US PGA Tour, the DP World Tour and the LPGA Tour/Ladies European Tour followed. Paul Casey has been complementing the Porsche family as the first Brand Ambassador from the game of golf since 2020. The year 2024 marked a huge milestone in Porsche's commitment to the game of golf. To expand its global activities, Porsche became the title sponsor of the Porsche Singapore Classic held in the important Asian market. The sports car manufacturer, which has been committed to women's professional tennis for decades now as the organiser of the Porsche Tennis Grand Prix, became involved in women's professional golf for the first time in 2024 – as the Automotive and Mobility Partner of The Amundi Evian Championship, the only major played in Continental Europe. Launched in 2017, the Porsche Golf Circle is also highly successful. The international community for keen golf-playing Porsche customers gives members the opportunity to enjoy exclusive golfing experiences at unique locations and at professional tournaments.

MEDIA ENQUIRIES



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Consumption data

911 Spirit 70 (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 10.5 – 10.4 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 239 – 236 g/km; Stato [StandHeute]

Macan Turbo (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.6 – 18.3 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Taycan Turbo S (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 19.9 – 17.8 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

911 Carrera (Modello precedente)

*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).

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Path: Porsche experience on The Amundi Evian Championship's world class stage/Images/img_2.jpg
Title: Porsche Taycan Turbo S, hole-in-one car 2025, The Amundi Evian Championship, 2025, Porsche AG
Subline: Hole-in-one car: Porsche Taycan Turbo S

Path: Porsche experience on The Amundi Evian Championship's world class stage/Images/img_3.jpg
Title: Ayaka Furue, defending champion, Porsche Macan Turbo, hole-in-one car 2024, The Amundi Evian Championship, 2025, Porsche AG
Subline: Ayaka Furue, defending champion

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