

Porsche to sponsor The Amundi Evian Championship

13/02/2024 Porsche is further extending its global golf commitment in professional sport and will become involved for the first time in women's professional golf as the automotive and mobility partner of The Amundi Evian Championship. As a top global event, the Major in France from 11 to 14 July generates additional contact points in a golfing environment for an emotional brand experience for customers and fans.

High-performance sports cars meet the world's crème de la crème in women's golf – as the automotive and mobility partner of The Amundi Evian Championship, Porsche and its wide range of vehicles will give players and visitors a more intense sports car feeling from this year onwards. Europe's only women's Major on the LPGA Tour and the Ladies European Tour will be held at the spectacular Evian Resort Golf Club in France on the south shore of Lake Geneva in 2024 from 11 to 14 July.

New possibilities for unique experiences

"As one of the world's most renowned golf tournaments, The Amundi Evian Championship

complements our commitment perfectly. The event offers the appropriate stage for an attractive Porsche experience and additionally opens up a superb opportunity to augment the international appeal of our golf commitment," says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. "In doing so, the big importance of the event in France and nearby Switzerland also plays a role alongside the huge popularity of women's golf in Asia. It results in the opportunity to create unique experiences for the Porsche Golf Community."

In addition to the title partnership of the Porsche Singapore Classic, the sports car manufacturer is boosting the internationalisation of its activities in professional golf as one of The Amundi Evian Championship sponsors. Porsche has been involved in the various men's professional tours since 2015. As for the amateur game, the company has already been committed to men's and women's golf for over three decades through the Porsche Golf Cup.

As a part of its commitment, a Porsche will be at stake as the hole-in-one prize for the first time on the women's tour. Porsche will also make a fleet of shuttle vehicles available for the players during the tournament week.

The Amundi Evian Championship

Since being established in 1994, The Amundi Evian Championship has developed into one of the top and most renowned events worldwide in women's golf. As one of the five women's Majors, it draws the world's crème de la crème every year to the spectacular Evian Resort Golf Club in Évian-les-Bains which comes with a view of Lake Geneva and the Alpine scenery. The tournament's roll of honour includes some of the greats of women's golf like Laura Davies (England), Paula Creamer (USA), Suzann Pettersen (Norway), Lydia Ko (New Zealand), Anna Nordqvist (Sweden) and Brooke Henderson (Canada). The defending champion at the tournament is the first French winner of the event, Celine Boutier.

"We're delighted to welcome Porsche as an official partner of The Amundi Evian Championship. We are proud to have such an iconic global brand at our side, especially as we share values like excellence, performance and innovation," explains Franck Riboud, President of The Amundi Evian Championship. "In the 30th year of our Major, the partnership is a big motivational factor for the future. We will be in a position in which we can jointly boost our ambitions for the world of women's golf."

Porsche in golf

Porsche has been involved in golf since 1988 through the Porsche Golf Cup. The tournament series is one of the company's most successful customer events and has developed into an international event in which over 17,000 Porsche customers recently took part in 261 worldwide qualifying tournaments. After its first involvement in professional golf as the title sponsor of the prestigious DP World Tour's Porsche European Open in 2015, Porsche has been instrumental in establishing a top golf event in Germany. In its role as the new title sponsor of the Porsche Singapore Classic, the sports car

manufacturer is internationalising its commitment to professional golf in the important Asian market. Car partnerships at US PGA Tour and DP World Tour tournaments, including the Omega European Masters in Crans Montana as well as in women's golf (The Amundi Evian Championship), round off its involvement in professional golf. 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. Paul Casey has been complementing the Porsche family as the first Brand Ambassador from the game of golf since 2020.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

Taycan Turbo S Cross Turismo (Modello precedente)

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

*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).

Image Sublines

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart