

World class golfer Paul Casey becomes a Porsche Brand Ambassador

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10/09/2020 From a Porsche poster in his childhood bedroom, to a Porsche logo on his golf bag: a special new collaboration means Paul Casey will compete at the forthcoming US Open as a new Porsche AG Brand Ambassador. The Englishman has been a Porsche fan since he was a young boy and, with his passion for the brand remaining, is an ideal fit for the company.

“The name Paul Casey has stood for golfing excellence for around 20 years. He is also a likeable person with a clever mind who, through his bond with Porsche, knows how to sustainably transport the values of our brand. At the same time, the collaboration underlines the importance of golf for Porsche,” says Oliver Blume, Chairman of the Executive Board of Porsche AG. “With Paul Casey, we have extended the

circle of ambassadors that embody our brand and lend the company additional profile in a variety of areas of interest."

"When I was a kid, I dreamt of two things: I wanted to become a professional golfer and to drive Porsche sports cars. I'm so happy at being able to live my dreams," said Casey. "That my two passions can now be united is just fantastic. It feels such an honour that my relationship with Porsche has come to fruition."

Casey has been a member of golfing's elite for just over two decades. He was the world number three, has been a regular in the Top 20 and has won the Ryder Cup on three occasions. He celebrated his 19th professional title at the 2019 Porsche European Open, of all places. At the time, Casey, who spoke of a "very emotional win" thrilled the fans in Hamburg with a demeanour that was marked by a stirring passion for the event. During the tournament week, for example, he spent an entertaining evening with members of the Porsche Golf Circle Community. Casey, who lives with his wife Pollyanna and their two children in Scottsdale, Arizona, gelled perfectly with the Porsche family.

"Paul Casey has fulfilled a life's dream and inspires people to follow their goals with courage and passion. Our 'Make it happen' golf campaign this year underlines just how powerful such an attitude can be," said Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. "The message and the ambassadors are relevant worldwide and they play a part in furthering the internationalisation of Porsche's various long-standing activities in golf."

Casey will feature the Porsche logo on his bag for the first time at the US Open in the coming days. He will also share his golf and sports car knowledge as an expert and passionate fan at other Porsche events. The "Make it happen" campaign celebrates the path Casey has taken with a look back at his childhood – when he dreamt of Porsche sports cars and first swung a golf club in his back garden – as well as the moment he came close to his personal idols for the first time, as a volunteer at the 1991 European Open.

Brand Ambassador means part of the Porsche family

As the first ambassador from the world of golf, Casey complements the Porsche family. In tennis, it includes the exceptional Maria Sharapova as well as the top two current German players Angelique Kerber and Julia Görges. Also from the world of sport, the football World Cup winner Sami Khedira is active as the ambassador for the Porsche junior development programme. Others representing the sports car manufacturer's corporate and product communications are the German rally legend Walter Röhrl, the Australian World Endurance Champion Mark Webber, the two-time Norwegian Olympic champion Aksel Lund Svindal as well as the actor Richy Müller and the musician Udo Lindenberg. Two former Porsche works drivers have recently joined the circle of Brand Ambassadors too – GT specialist and development driver Jörg Bergmeister as well as the two-time Le Mans winner Timo Bernhard.

Porsche in golf

Porsche has been the title sponsor of the Porsche European Open, a European Tour event, since 2015 and has been involved successfully in professional golf with automotive partnerships at three tournaments on the Asian and European Tour since 2019. This year the sports car manufacturer has also been supporting the UK Swing with the European Tour's "Golf for Good" initiative. Porsche has also organised the Porsche Golf Cup – one of the company's most successful customer events – for more than three decades. Held in Germany for the first time in 1988, the series has developed into an international event at which more than 17,000 Porsche customers recently competed in 261 qualifying tournaments worldwide. Also a great success is the Porsche Golf Circle – an international app-based community for golf-playing Porsche customers that launched in 2017.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (Predecessor model)

*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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