

Porsche stays true to professional golf in Germany

26/03/2024 Porsche is to remain involved in professional golf in Germany. As the Official Automotive Partner of the European Open, the sports car manufacturer will also provide an emotional brand experience for customers and golf fans at the 41st staging of the tournament scheduled for the Green Eagle Golf Courses venue near Hamburg from 30 May to 2 June 2024.

The success story is set to continue. In the course of internationalising its activities in professional golf, Porsche will remain committed to the home market from 2024 onwards as the Official Automotive Partner of the European Open at the Green Eagle Golf Courses venue in Winsen/Luhe. It will therefore continue to provide all the golf fans and customers visiting the prestigious DP World Tour tournament the opportunity to enjoy an attractive brand experience from 30 May to 2 June 2024. As the title partner of the European Open since 2015, Porsche has played a vital role in establishing the event as one of the most attractive on the Tour.

“We are delighted to continue supporting the tournament, one that we have jointly developed over the course of nine years. The European Open stands for top-class golf and a memorable spectator

experience of international significance. We want to make a contribution in the future too," says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. "The game of golf is highly important for our worldwide customers, especially also those in Germany."

VIP events and Pro-am tournament

Like in previous years, the sports car manufacturer's activities will include a Porsche as the hole-in-one prize on the North Course's famous 17th hole. It is where the Porsche Owners' Garden will allow Porsche customers a unique view of tournament action at one of the venue's most attractive places. Alongside spectacular cars on display in the Public Village, 15 Porsches models will serve as shuttle vehicles. Porsche will continue to use the renowned tournament for its customers and Porsche Golf Circle members to provide them with a special brand experience via VIP events and the chance to participate in the Pro-am tournament.

"The game of golf is very dear to the hearts of many of our customers and it therefore gives us great pleasure to be able to support this outstanding event. In doing so, we, alongside our commitment to amateur golf over many decades via the Porsche Golf Cup, create special points of contact within professional golf for the Porsche Community," says Alexander Pollich, CEO of Porsche Deutschland GmbH.

Porsche has extended its international golf commitment this year with the title sponsoring of the Porsche Singapore Classic (21 to 24 March 2024) and the car partnership with the women's major, The Amundi Evian Championship, in France (11 to 14 July) in order to highlight the brand with exclusive customer experiences and to be able to bring together its golf community at special places all over the world. Swede Jesper Svensson secured the inaugural title of the first Porsche Singapore Classic last weekend at the Laguna National Golf Resort Club.

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 becoming involved in professional golf for the first time in 2015 as the title sponsor of the DP World Tour's prestigious Porsche European Open, Porsche was then instrumental in establishing the tournament as a top golf event in Germany. 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 European Open near Hamburg and 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 since 2020 as the first Brand Ambassador from the game of golf.

MEDIA ENQUIRIES



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Consumption data

Taycan with Performance Battery (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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