

Porsche extends its international golf involvement

10/01/2024 Porsche is extending its global golf involvement by becoming Title Partner of the DP World Tour's Porsche Singapore Classic. The sports car manufacturer is thus internationalising its activities in professional golf and affording its worldwide customers and fans additional exclusive brand experiences.

The professional golf involvement in Southeast Asia complements the present worldwide activities in customer sport revolving around the Porsche Golf Cup and the Porsche Golf Circle. The Porsche Singapore Classic will be played for the first time under its new name at the Laguna National Golf Resort Club from 21 – 24 March 2024.

"The passion for the game of golf unites our customers worldwide, with increasing relevance in the Asian markets. As the Title Partner of the Porsche Singapore Classic, we can also afford fans in Asia a unique brand experience combined with top sport," says Detlev von Platen, the member of the Executive Board responsible for Sales and Marketing at Porsche AG. "It thus extends our worldwide involvement in amateur golf with the title partnership at a professional golf event in Asia."

The extension of the golf involvement to the important Asian market with a focus on Southeast Asia, Korea and Japan opens up the opportunity to enhance international visibility in the golfing environment. It simultaneously interconnects the worldwide involvement revolving around the Porsche Golf Community with the activities in professional golf. An aim of the new partnership is to develop the tournament that took place for the first time last year in spring. In doing so, the intention is to bolster the brand in the area through unique on-site customer and golf fan experiences – not least through the opportunity of bringing together the Porsche Golf Community in a spectacular environment.

New Panamera as the hole-in-one car

The hole-in-one prize will celebrate a premiere: a Porsche sports car can be won for the first time on the DP World Tour in Asia. A Madeira Gold Metallic version of the recently launched Porsche Panamera Turbo E-Hybrid will be tempting the pros as the spectacular prize for acing the 17th hole during the four days of the tournament.

After a nine-year break, the DP World Tour returned last season to Singapore. With two 18-hole courses, the Laguna National Golf Resort Club is recognised as one of the outstanding venues for professional events. Since opening in 1993, it has been the home of several DP World Tour, Asian Tour and Korean LPGA Tour tournaments. The Porsche Singapore Classic will be played on the Classic Course.

Through the involvement of its Swiss subsidiary, Porsche will once again act as the Official Car Partner at the Omega European Masters in Crans Montana in 2024. Porsche is additionally currently in talks with the organisers and the DP World Tour with a view to continuing its involvement at the European Open in Hamburg.

“As one of the world's most iconic automotive brands, Porsche have been a cherished partner of the Tour for several years and we're delighted that they have chosen to extend this relationship by partnering with the new look Porsche Singapore Classic,” said Keith Pelley, Chief Executive Officer of the DP World Tour. “This is fantastic validation of the strength of the DP World Tour and the power of our global platform, which Porsche can utilise to help expand their business across Asia.”

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. Through its first involvement in professional golf as the title sponsor of the prestigious DP World Tour's Porsche European Open, Porsche was instrumental in establishing 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 Omega European Masters in Crans Montana, round off its involvement in professional golf. 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



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Consumption data

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

*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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