

Emma McKeon joins the Porsche family

04/11/2025 The Olympic champion and Australian sporting icon reflects on life beyond the pool, shared values with Porsche, and how the Macan fits in with her new rhythm of life.

Few athletes have left their mark on Australian sport quite like Emma McKeon. With fourteen Olympic medals and countless records, she's one of the most decorated swimmers in history. Beyond the pool, Emma's story continues to evolve, shaped by curiosity, balance and quiet determination to live life with purpose.

In 2025, Porsche Centre Gold Coast, together with Porsche Cars Australia, has welcomed Emma as part of its growing family of ambassadors. The partnership reflects a shared belief in excellence, attention to detail, and the pursuit of perfection in sport and in life.

“I feel very proud to be part of the Porsche family now,” Emma says. “What drew me to Porsche was the shared values of high performance and being driven towards success.”

From Gold Medals to New Goals

Emma grew up living and breathing swimming. Years of early mornings, precision, and persistence shaped not just her career but her character.

Now, life after professional swimming looks different. It is slower, more reflective, and deeply fulfilling in new ways.

“My definition of success has evolved,” Emma says. “When I was swimming, it was all about one goal. Now, success is broader. It’s about being content, happy, and having the people I love around me.”

For someone whose life revolved around fractions of a second, Emma's version of success today is less about speed and more about balance.

“My motivations are now very different. It is more about enjoying life, and enjoying time with my loved ones. It is also about exploring what life looks beyond the pool and discovering what my passions are beyond sport.”

Transitioning out of elite sport has been a process of rediscovery.

“My lifestyle has slowed down compared to when I was swimming,” she says. “I have more time to reflect and be proud of how far I’ve come, not just as an athlete but as a person.”

That change has brought more time for friends, family, travel, and importantly, driving.

“I really look forward to getting in my car every day now,” she says. “Even if it is just driving to coffee or to meet a friend, it feels good to just enjoy the drive itself.”

The Macan: Smooth, Elegant, Powerful

The Porsche Macan fits seamlessly into this new rhythm of life. Equal parts sporty and refined, it complements her lifestyle, practical during the week and adventurous on weekends.

“The Porsche Macan definitely integrates well into my life,” she says. “Having a charger at home gives me flexibility, and convenience. It’s also very comfortable to drive. I look forward to driving every day now, put on a podcast, and just enjoy how smooth it feels.”

“When choosing a car, I definitely want it to look good, but it also needs to be functional. The Macan has that balance. It is sporty, elegant, and performs beautifully.”

Her favourite feature is simple: “I love that it is electric and I can just charge it at home. It gives me

freedom and it's such a smooth drive."

Everyday Performance

Even after stepping back from professional competition, the pursuit of excellence remains part of who Emma is.

"Everyday performance for me now is about being the best I can be," she says. "I might not have the same goal I used to, but I still have dreams. It's about doing my best and being surrounded by the people I love."

That mindset connects naturally with Porsche. Both are built on precision and a relentless drive to do things better.

"The discipline of high performance and Porsche engineering have a lot in common," Emma says. "It's all about attention to detail. That was something I prided myself on in swimming."

When asked to describe the Macan in three words, she says: "Smooth, elegant, and powerful."

For Porsche, the collaboration with Emma reflects a broader mission to celebrate stories of achievement and authenticity.

Porsche Centre Gold Coast Dealer Principal Damien Holley says welcoming Emma felt like a natural fit.

"We are delighted to have Emma as part of the Porsche Centre Gold Coast family," says Holley.

"She represents the very best of Australian excellence, calm under pressure, humble in success, and relentlessly driven. Emma embodies what we call a woman with drive, someone who pushes boundaries but stays grounded."

"Emma's journey mirrors what Porsche stands for," he adds. "Precision, performance, and purpose, but also humility and balance. It is that combination that makes her an incredible role model."

As Emma explores life beyond the pool, her story reminds us that drive is not just about speed. It is about direction, knowing where you are going, and enjoying the journey.

"If someone mentions Porsche to me," Emma says, "I think of high performance, power, and luxury. I feel proud to work with a brand that shares the same values that have shaped who I am."

Emma McKeon's story is still being written. It is quieter now but no less powerful. Whether in the pool, on the road, or in everyday life, her drive continues with purpose, calm, and intent.

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