

The Amundi Evian Championship to feature Cayenne Turbo Electric as hole-in-one prize

07/07/2026 At The Amundi Evian Championship from 9 to 12 July 2026, the world's leading women golfers will gather at the Evian Resort Golf Club. Dr. Ing. h.c. F. Porsche AG is once again Automotive and Mobility Partner and will offer a range of special experiences for players, guests and visitors during the major tournament. A highlight of the on-site presence is the Porsche Cayenne Turbo Electric as the hole-in-one prize.

As the only women's golf major on mainland Europe, The Amundi Evian Championship occupies a special place in the international tournament calendar. At the Evian Resort Golf Club in Évian-les-Bains on the southern shore of Lake Geneva, 132 of the world's best female golfers will compete for the title and prize money of 9.1 million US dollars. Porsche is accompanying the prestigious tournament as Automotive and Mobility Partner for the third time, thereby underlining the importance of its international commitment to golf.

“The Amundi Evian Championship stands for world-class sport in a unique setting – and it is precisely this combination that makes the tournament so attractive for Porsche,” says Deniz Keskin, Director of Brand Management and Partnerships at Porsche AG. “Through our on-site presence, we are once again creating special brand experiences for players, guests and visitors, with the new Porsche Cayenne Electric playing a central role. At the same time, we are reinforcing our international commitment to golf.”

Exclusive brand experiences during the tournament

The sports car manufacturer will create a wide range of experiences for guests and fans during the tournament. To mark the 75th anniversary of Porsche Motorsport, Porsche will present selected vehicles in the Public Village. Alongside the Porsche Cayenne Turbo Electric in a special Formula E livery, the display will also include the new Porsche 975 RSE Formula E race car. The fourth-generation car will be fielded from the 2026/2027 season onwards and has so far only been seen live at Formula E events. During tournament week, Porsche will also provide around 30 shuttle vehicles for players, officials and VIP guests. In addition, VIP guests will be able to test various models from the Porsche range.

From the Porsche Sky Lounge at the 18th green, invited guests will enjoy first-class views of the tournament action. Around 100 international Porsche customers from France, Switzerland and South Korea will also experience an exclusive accompanying programme – including a round of golf at Esery Golf Club combined with a road trip in the Cayenne Electric.

Hole-in-One-Car: Porsche Cayenne Turbo Electric

A highlight of Porsche’s on-site brand presence is the Porsche Cayenne Turbo Electric, offered as the standout hole-in-one prize on the approximately 140-metre 16th hole. Both the professionals during the four tournament rounds and the amateurs in the Pro-Am will have the opportunity to win the car. In 2024, England’s Jodi Ewart Shadoff claimed a Porsche Macan with a hole-in-one.

World-class field in an exceptional setting

The Amundi Evian Championship is one of the most prestigious competitions in international women’s golf and is staged by the LPGA Tour and the Ladies European Tour. Since being elevated to major status in 2013, the world’s best players have competed at the Evian Resort Golf Club. Its location between Lake Geneva and the Alps gives the tournament a unique appeal. This year’s top-calibre field includes 29 players from the top 30 in the world rankings – led by Nelly Korda (USA), Jeeno Thitikul (Thailand) and Hyo Joo Kim (Korea). The defending champion is Australian Grace Kim, who triumphed in 2025 with a spectacular finish.

Porsche in Golf

Dr. Ing. h.c. F. Porsche AG has been closely associated with 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 platform, with more than 19,000 Porsche customers most recently taking part in around 240 qualifying tournaments worldwide. The commitment is complemented by the Porsche Golf Circle, founded in 2017. The international community offers Porsche customers with a passion for golf exclusive golf experiences at exceptional locations and alongside professional golf events. Porsche has been active in professional golf since 2015 – initially as title sponsor of the renowned Porsche European Open on the DP World Tour. The sports car manufacturer later strengthened its international commitment until 2025 as title partner of the Porsche Singapore Classic. Additionally, Porsche is official car partner of the Omega European Masters in Switzerland since 2019. As part of the international expansion of its golf commitment, Porsche became involved in women's professional golf for the first time in 2024 as the Automotive and Mobility Partner of The Amundi Evian Championship. The only major played in Continental Europe is regarded as one of the most prestigious tournaments in women's golf.

MEDIA ENQUIRIES



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Consumption data

Cayenne Turbo Coupé Electric (WLTP)*: Electrical consumption combined: 22.1 – 19.9 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan (WLTP)*: Electrical consumption combined: 19.4 – 16.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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