

Porsche and Eva Lys intensify partnership

14/04/2025 New role for Eva Lys: Germany's best women's tennis player will in future represent Porsche as a ▪Friend of the Brand". It means the 23-year-old and the sports car manufacturer have intensified their partnership. She will be playing this week at the Porsche Tennis Grand Prix.

Eva Lys was prepared for the challenges of a professional career for many years as a member of both the Porsche Junior Team and the Porsche Talent Team. Now she and the sports car manufacturer are taking the next step, and Eva Lys is now really looking forward to her new role as a ▪Friend of the Brand".

▪I'm incredibly honored to join the Porsche family – a brand that embodies so many things that I love: performance, precision, and elegance", says Eva Lys. ▪As I continue to push the limits on court, it's great to be supported by a company that shares the same drive for excellence."

At the Porsche Tennis Grand Prix, where numerous top stars will be competing for a Porsche Macan Turbo Electric as the main prize up until 21 April, Eva Lys will appear in front of the Stuttgart crowd for

the second time after being given a wild card. The current world No. 68 and therefore top-ranked German has a special relationship with the long-standing tournament as she celebrated her first ever main draw win at a WTA event in the Porsche Arena in 2022. Back then, the Hamburg resident reached the second round where she was defeated by the eventual winner Iga Swiatek.

The tough opposition awaiting her again this year at the Porsche Tennis Grand Prix is something that spurs her on. ☒Competing against the best," she says, ☒is enormously motivating for me." Her impressive start to the season at the Australian Open has boosted her self-confidence. At the year's first Grand Slam, she battled her way to the fourth round as a Lucky Loser and in doing so won over the hearts of the fans both on and off the court with her refreshing manner. The 23-year-old will make her first Centre Court appearance in the Porsche Arena today, Monday, at 5.30 pm in the ☒Kick&Serve" show event. She will be joined by Laura Siegemund and Andrea Petkovic plus three football legends belonging to the Porsche partner club VfB Stuttgart – Cacau, Fernando Meira and Zdravko Kuzmanovic.

☒Porsche has been closely connected tenniswise with Eva Lys for years now. She has matured within the Porsche junior teams into a fabulous player both on and off the court. Her successes have deservedly made her Germany's No. 1," says Dr. Sebastian Rudolph, Vice President Communications, Sustainability and Politics at Porsche AG. ☒We're delighted that Eva Lys will now be competing as a Friend of the Brand. We will be keeping our fingers crossed for her at the Porsche Tennis Grand Prix."

Porsche in Tennis

The Porsche Tennis Grand Prix is the flagship of Porsche's worldwide involvement in women's tennis. First played in Filderstadt in 1978, the long-standing Stuttgart tournament has been held in the city's Porsche Arena since 2006. It stands for tradition and innovation, as does the Porsche brand. As the most loyal sponsor of women's international tennis, Porsche has accompanied the WTA's oldest indoor event right from the start. Furthermore, Porsche has been supporting women's tennis internationally for years. Iga Swiatek and Maria Sakkari are ☒Friends of the Brand" in their home countries. Porsche has been a premium partner of the ☒Deutsche Tennis Bund" (DTB – German Tennis Association) since 2012 and is committed to fostering up-and-coming players in the Porsche Talent Team and the Porsche Junior Team.

MEDIA ENQUIRIES



Markus Rothermel

Spokesperson Sports Communications
+49 (0) 170 / 911 0779
markus.rothermel@porsche.de

Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 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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