

Emma Raducanu: “The aesthetics and tradition of Wimbledon are unparalleled”

24/06/2024 Only a week to go to Wimbledon and Emma Raducanu is eagerly awaiting the year's most important Grand Slam. In an interview with “Porsche Newsroom”, the Porsche Brand Ambassador speaks about the fascination of the tournament in London SW19 and explains why every player dreams of winning Wimbledon: “The aesthetics and tradition that come with the tournament are unparalleled.”

Emma, how are things just before the season's highlight Wimbledon?

Emma Raducanu:“Preparation has been going well thanks. I have had a good last few days training in London before Eastbourne this week so excited to get going.”

How big is the anticipation going into Wimbledon? What are you looking forward to most of all?

Raducanu:“I'm looking forward to competing at Wimbledon this year. Obviously, Wimbledon is

Wimbledon, and that speaks for itself, but I'm most looking forward to the stage which I missed last year and now I'm looking forward to coming back and being in a better place than I was in 2022!"

Why is Wimbledon so special? Why is it so fascinating?

Raducanu:"For me, it's always about the rich history and traditions, like the pristine grass courts and iconic white dress code. It's always the tournament that every player dreams of winning."

Your grass court season got off to a good start at Nottingham when you reached the semis. How good was your impressive performance for your confidence ahead of Wimbledon?

Raducanu:"Yes, I took a lot of positives from Nottingham. I performed well, and it showed me that my game is strong on the grass, so yes, it's given me positivity heading into Wimbledon. Most importantly for me though at Wimbledon I feel in a place where I'm in love with the sport. Whatever happens this Wimbledon, I have full belief in myself for the years to come too."

You'll now play Eastbourne. Do you think you'll then be well-prepared for Wimbledon?

Raducanu:"I've never played in Eastbourne, it's on the water which I like, minus the wind maybe and it's another home tournament where I get to play in front of a home crowd! That's the best part."

You celebrated your first Grand Slam triumph on a hard court at the US Open. How come grass is nevertheless your favourite surface?

Raducanu:"I love the grass and think a lot of British players would say the same. I've always said that grass and hard courts are my favourite surfaces as they suit my game well. Me and Clay are working on our relationship."

What is so special about grass court tennis and what does it mean for you as a Briton to play Wimbledon?

Raducanu:"The courts at Wimbledon are obviously pristine and look beautiful. The aesthetics and tradition that come with the tournament are unparalleled. Being a British player at Wimbledon is incredible, the atmosphere is hard to put into words. I particularly love court 1 because I feel the fans get more involved, that coupled with everything else that Wimbledon brings gives you extra motivation to perform well."

The last British woman to win Wimbledon was Virginia Wade in 1977. Have you ever met her? What did you speak about?

Raducanu:"Yes, I met Virginia. She was telling me about how I was playing in the match she watched. It was a great experience."

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. Together with its subsidiaries, the sports car manufacturer will to date be the automotive partner of the WTA tournaments in Cluj-Napoca (Romania) and Bastad (Sweden). Angelique Kerber and Emma Raducanu give Porsche a face in tennis as Brand Ambassadors. Jule Niemeier, Maria Sakkari, Karolina Muchova, Anett Kontaveit and Iga Swiatek are additionally "Friends of the Brand" in their home countries. As a premium partner of the "Deutsche Tennis Bund" (DTB – German Tennis Association), the company has been supporting Porsche Team Germany in the Billie Jean King Cup since 2012 and fosters up-and-coming players in the Porsche Talent Team and the Porsche Junior Team.

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Markus Rothermel

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

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