

Jodi Ewart Shadoff hits a hole-in-one to win a Porsche Macan Turbo Electric

11/07/2024 Jodi Ewart Shadoff is over the moon at winning a Porsche Macan Turbo Electric. On the first day of The Amundi Evian Championship, the English golfer manages a hole-in-one on the 16th hole.

Dream start to the only Major in Continental Europe: by hitting a perfect shot on the Par 3 16th hole at the Evian Resort Golf Club, Jodi Ewart Shadoff produced a highlight right at the start of the 30th edition of The Amundi Evian Championship. Her ace has secured the 36-year-old the spectacular hole-in-one prize – a Porsche Macan Turbo Electric in Ice Grey Metallic.

“It's incredible. Porsche has always been my dream car,” said the LPGA winner who took a 9-iron for the 132 metres to the flag. “For me, it was clear right away that I was going for the flag if there's a Porsche at stake. It's mind-blowing, a very cool moment.” According to Ewart Shadoff, the two-time Solheim Cup winner, the 16th hole-in-one that she has already hit is „definitely the best I've ever hit. 16 also

happens to be my lucky number." The first all-electric SUV from Porsche was only premiered a few months ago and sets new standards with its range of up to 591 km as well as up to 470 kW (639 PS, Macan Turbo: Electric power consumption* combined (WLTP) 20.6 – 18.3 kWh/100 km, CO_2 emissions* combined (WLTP) 0 g/km, CO_2 class A) of power.

It is only the second time that a professional golfer has been able to bag a Porsche as a hole-in-one prize. In 2017, the German Marcel Siem won himself a Porsche Panamera Turbo Sport Turismo at the Porsche European Open in Hamburg. Jodi Ewart Shadoff now goes down in history as the first female professional golfer to earn a Porsche with a single shot – and she has done so at the premiere of the partnership between the Major and Porsche. This is the first year that the German sports car manufacturer has supported the tournament as the automotive and mobility partner and is involved in women's professional golf for the first time.

A top field is competing in Évian-les-Bains from 11 to 14 July for one of the five Major titles. In 2024, it includes 18 of the world's Top 20 players.

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, at its peak, over 17,000 Porsche customers took part in 261 worldwide qualifying tournaments. After becoming involved in professional golf for the first time in 2015 as the title sponsor of the DP World Tour's prestigious Porsche European Open, Porsche was then instrumental in establishing the tournament as a top golf event in Germany. Now supporting the European Open near Hamburg as the Official Automotive Partner since 2024, Porsche is thus continuing the long-time successful cooperation with the time-honoured DP World Tour golf event. 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 European Open and the Omega European Masters in Crans Montana as well as in women's golf – the Amundi Evian Championship – round off its involvement in professional golf. Launched in 2017, the Porsche Golf Circle is also highly successful. The international community for keen golf-playing Porsche customers gives its members the opportunity to enjoy exclusive golfing experiences at unique locations and at professional tournaments. Paul Casey has been complementing the Porsche family since 2020 as the first Brand Ambassador from the game of golf.

MEDIA ENQUIRIES



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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

*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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