

Emma Raducanu lights up Porsche NOW at Battersea Power Station

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20/10/2023 At the opening of the new Porsche NOW experiential retail concept in London's Battersea Power Station, Emma Raducanu spoke of her excitement for Porsche and motorsport as well as the challenges in tennis.

During the day, Emma Raducanu had been training at the nearby National Tennis Centre ahead of her return to the WTA Tour in 2024. In the evening, the Porsche Brand Ambassador joined the guests at the opening of the new Porsche NOW experiential retail concept in London's Battersea Power Station. The 20-year-old Briton thrilled the listeners with the story of her rise through the tennis rankings and her love of motorsport. She discussed her early dreams and what inspired her along the path to sporting success. The Grand Slam winner also explained how motorsport was always a parallel passion, with Porsche also having a place in her heart from a young age.

"I always loved the style of Porsche sports cars since one of my first coaches would turn up at training in a 911. But, of course, since becoming a Brand Ambassador I have gained a wider understanding of the company, particularly regarding innovation, technology and sustainability," she commented. "I saw some cool things tonight I didn't expect, and in that way Porsche NOW has something for everyone; whether you already drive a Porsche or are just stopping by for a coffee. The idea to invite special guest speakers and host community workshops is also very cool."

Porsche NOW – which is open until 1 December on the Ground Floor in Turbine Hall A – aims to bring the excitement and fascination of the Stuttgart sports car brand to new, urban audiences in a novel style. Visitors are drawn into the original dream of Porsche founder, Ferry Porsche, who was inspired to build his perfect sports car. And the space will share this company philosophy of dreaming to help others achieve individual ambitions.

Inside the store, there is a dedicated area where selected artists will be live painting a mural in-store. In addition, a gallery will be curating local arts. Local schools and colleges will also be invited into the space to hear something about sustainability from Porsche employees and learn about career paths into becoming an apprentice technician. Regular highlights will be hosted evenings dedicated to motorsport, design, and well-being.

As a part of the opening event, Emma Raducanu also spoke about the challenges for her as a tennis player, how she motivates herself and what it means for her to be a Porsche Brand Ambassador.

"The dreams that kept me going in the past were to win Grand Slams and to play at Wimbledon. Now, to have achieved that, I'm setting myself new goals. It's about continuous improvement and trying to learn new things. Personally, I'm very focused on the improvements I can make in my tennis, and that motivates me a lot," said the 2021 US Open winner. As she dreamed of sitting in a Porsche 911 when still only a child, and as she has always been interested in motorsport, it means a lot for her to be a Porsche Brand Ambassador. "I think this partnership is incredible and I'm really excited to see what sort of exciting things we can do going forwards."

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