


# Exclusive brand experience at The Amundi Evian Championship 2026

**13/07/2026** Thanks to a historic round, the South Korean Haeran Ryu has won The Amundi Evian Championship. As Automotive and Mobility Partner, Dr. Ing. h.c. F. Porsche AG is shaping the golf tournament with a diverse brand presence. The focus is on the Porsche Cayenne Electric – also in its role as the hole-in-one prize.

First a dream round, then a play-off and finally a major title. The South Korean Haeran Ryu triumphed after a historic performance at The Amundi Evian Championship 2026. The foundation for her second consecutive major victory was laid by the 25-year-old on day three when going round in 60 at the Evian Resort Golf Club. Never before had a pro woman golfer managed such a low score at a major. In the end, Ryu secured the title with a birdie at the first extra hole in the sudden death play-off against the Canadian Brooke Henderson, the 2022 winner at Évian-les-Bains. Ryu and Henderson had previously finished 19 under par to top the 132-strong field containing the world's best women's golfers. In doing so, they thrilled the thousands of spectators around the course. Porsche accompanied the 9.1 million dollar tournament for the third time as the Automotive and Mobility Partner. The partnership with the only golf major in Continental Europe underlines the importance of the international commitment of

Porsche in the game of golf.

“The major week was once again exceptional – with high-class golf, a great event and an impressive winner. Big congrats to Haeran Ryu,” says Deniz Keskin, Director of Brand Management and Partnerships at Porsche AG. “We’re proud to have accompanied this special tournament for the third time and to have offered players, guests and visitors a highly diverse Porsche brand experience. The Porsche Cayenne Electric, the presentation of our new Formula E race car and attractive test drives marked our on-site presence. We’re delighted with the interest shown by our almost 100 international customers who were able to enjoy a memorable week with many one-of-a-kind moments revolving around the brand.”

## Hole-in-one car: Porsche Cayenne Turbo Electric

The on-site brand presence centred on the Porsche Cayenne Turbo Electric as the spectacular hole-in-one prize. On the Evian Resort Golf Club's 140-metre 16th hole, both the pros during the four tournament rounds and the amateurs in the Pro-Am had the chance to win the sports car – it however went untaken. After acing the same hole in 2024, Jodi Ewart Shadoff thus remains the last winner of a hole-in-one prize from Porsche. The jubilant Englishwoman secured herself a Porsche Macan two years ago.

## Exclusive brand experience in a world class setting

In the magnificent setting overlooking Lake Geneva, guests and fans both experienced further Porsche moments. To mark the 75th anniversary of Porsche Motorsport, the sports car manufacturer presented, alongside the Cayenne Turbo Electric, the new Formula E Porsche 975 RSE race car in the Public Village. It was the first opportunity for visitors to experience the new race car live outside a Formula E event. The Porsche brand presence incorporated far more than just the presentation of products: about 30 courtesy vehicles ferried players, officials and guests comfortably to their destinations. Numerous VIP guests were able to test various models from the Porsche range around Lake Geneva.

## Multi-faceted programme for Porsche customers

Almost 100 international Porsche customers from France, Switzerland and South Korea also enjoyed an exclusive programme of events. A private round of golf in Esery combined with a road trip in the Cayenne Electric, participation in the Pro-Am alongside a star player on the championship course as well as a visit to the Porsche Switzerland supported Montreux Jazz Festival therefore served up the perfect mixture of differing passions. During the tournament, the invited guests in the Porsche Sky Lounge at the side of the 18th green enjoyed a superb view of the major's decisive moments.

“It was an unforgettable experience,” raved Jung Taek Choi from South Korea, “and driving the Cayenne

Electric through the scenic roads around Evian made it even more special. It was the perfect combination of great golf, beautiful landscapes, and an exceptional driving experience." France's Juliette Guilloux added, "A huge thank you for these fantastic moments. The organisation was remarkable, the experiences wonderful, and the atmosphere admirable."

## World class golf in a special ambience

The Amundi Evian Championship once again confirmed its status as one of the most prestigious competitions in women's golf in 2026. Staged by the LPGA Tour and the Ladies European Tour, the world's top players gather annually at the Evian Resort Golf Club. The location between Lake Geneva and the Alps gives the tournament a unique appeal which is accentuated by the top-calibre field with 28 players from the Top 30 in the world rankings.

## Porsche in Golf

Porsche 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 the title sponsor of the Porsche European Open on the DP World Tour. The sports car manufacturer later strengthened its international commitment until 2025 as the title partner of the Porsche Singapore Classic. Additionally, Porsche has been the official automotive partner of the Omega European Masters in Switzerland since 2019. As a 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)*:** Consommation électrique combinée (gamme): 22.1 – 19.9 kWh/100 km; Emissions de $CO_2$ combinée (gamme): 0 g/km; Statut [StandHeute]

**Cayenne Turbo Electric (WLTP)*:** Consommation électrique combinée (gamme): 22.5 – 20.4 kWh/100 km; Emissions de $CO_2$ combinée (gamme): 0 g/km; Statut [StandHeute]

**911 Turbo S (WLTP)*:** Consommation combinée (gamme): 11.7 – 11.5 l/100 km; Emissions de $CO_2$ combinée (gamme): 266 – 261 g/km; Statut [StandHeute]

*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, $CO_2$Emissions 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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