

Iga Swiatek to become “Porsche Friend" in Poland

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26/06/2023 Porsche Poland and tennis superstar Iga Swiatek, two-time winner of the Porsche Tennis Grand Prix, have entered a several year partnership.

As the winner of the Porsche Tennis Grand Prix in 2022 and 2023, Iga Swiatek is already very familiar with the Porsche brand. The 22-year-old world No. 1 from Poland has after all received a sports car from Zuffenhausen as the main prize for both of her wins in Stuttgart's Porsche Arena. “We're a good fit," says the three-time French Open champion. Wojciech Grzegorski, Brand Director Porsche Poland, adds, “Iga reflects the spirit of Porsche impeccably – sporting emotions, striving for perfection, the joy of triumphs in sports arenas and masses of fans all over the world."

For currently the most successful women tennis player, the partnership with Porsche Poland is a logical consequence of her victories at the Porsche Tennis Grand Prix. “It's one of my favourite tournaments,"

says the Warsaw born player. “Ever since I won there last year, I've come to associate the Porsche brand with not only great sports cars, but also with the excitement I've experienced on court and the opportunities the sport offers. As the winner of the tournament, I was privileged to drive a Porsche twice as the main prize onto the Centre Court. It did actually cross my mind that it was a natural partnership for me."

The exceptional athlete's breakthrough into the top echelon came when she won the 2020 French Open. In the following two years, she gradually climbed up the world rankings and emphatically proved that her first Grand Slam win was just the start of a big career. She became the world No. 1 on 4 April 2022 and two months later she won in Roland Garros once again. That she is not only an exceptional player on clay is something she proved a few months later when winning at a second Grand Slam – the US Open in New York. In June 2023, the Pole successfully defended her French Open title in Paris. To date, she has won 14 WTA tournaments.

“Dream in Full Colour“

She heads the current world ranking just ahead of Aryna Sabalenka who she has faced twice in the final of the Porsche Tennis Grand Prix. “I'm looking forward to returning to Stuttgart next year,” says Iga Swiatek. “I will have already been cooperating with Porsche Poland. It's a partnership I think many people have been waiting for. It is recognition of my performances on the court.”

“We're so pleased to be able to welcome our tennis idol into the community of Porsche Friends. She is the epitome of our ‘Driven by Dreams’ slogan,” says Wojciech Grzegorski. Iga Swiatek is also the perfect match for Driven Females, one of the brand's most important target groups. They are highly ambitious women who fulfil themselves in their specialist fields and are successful despite all the prognoses.

The announcement of the co-operation was accompanied by a photo shoot with Iga Swiatek together with a Porsche Taycan. It was based on the slogan “Dream in Full Colour”, the subject of the 75th anniversary of the sports cars from Zuffenhausen. She has already become acquainted with a Taycan as the winner of the Porsche Tennis Grand Prix. “I have so much fun driving this car and support, just like the Porsche brand, the values and feelings conveyed by tennis. I'd like to spread them so that as many people as possible get to watch the sport and take part actively. Such partnerships are a good opportunity to infect people with passion and enthusiasm.”

Iga Swiatek starts her grass court season at the Bad Homburg Open in Germany today. Porsche Germany is official car partner of the WTA 250 tournament.

MEDIA ENQUIRIES



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Consumption data

Taycan with Performance Battery (Predecessor model)

Taycan Turbo S Sport Turismo (Predecessor model)

*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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Title: Iga Świątek, Porsche Tennis Grand Prix, Stuttgart, 2023, Porsche AG
Subline: Iga Swiatek wins in Stuttgart in 2023

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