

Porsche European Open celebrates premiere

23/07/2015 At the Porsche European Open from September 24 to 27, golf enthusiasts can look forward to a high-class field of players.

There will even be twelve former Ryder Cup players at the start in Bad Griesbach. For example Graeme McDowell (Northern Ireland), Miguel Ángel Jiménez (Spain), Victor Dubuisson (France) and Bernhard Langer (Germany), two-time major winner and multiple winner of the US Champions Tour. Besides the prize money of two million euros, players can expect to win a Porsche 911 Carrera Cabrio which the sports car manufacturer is awarding as prize for a hole-in-one at Hole 17.

"The enormous interest from players and the section of the public interested in the sport of golf confirms to us that golf, Porsche and the European Open make an excellent combination," said Bernhard Maier, Member of the Executive Board for Sales and Marketing at Porsche, "since the sport of golf shares the same attributes as the sports car brand: aesthetics, technology and precision."

The Porsche European Open is the first commitment of the sports car manufacturer in professional golf.

So far the company has concentrated its activities exclusively on the Porsche Golf Cup, an exclusive world-wide series of tournaments for Porsche customers. Last year alone, more than 8,000 customers started in this tournament.

Press conference with (l.-r.) Dominik Senn, CEO 4sports & Entertainment AG, Oliver Eidam, Head of Brand Partnerships & Sponsoring Porsche AG and Dr. h.c. Hans-Dieter Cleven, Shareholder of Hartl Resort in Bad Griesbach

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