

Top golfer Jesper Svensson at the European Open: “I’ve always been crazy about Porsche”

29/05/2024 The Swedish shooting star Jesper Svensson has been out discovering the roads around the Green Eagle Golf Courses venue near Hamburg in the lead-up to the 2024 European Open from 30 May to 2 June. The winner of the Porsche Singapore Classic early this year was thrilled by the special experience, something that is also down to the passion for Porsche that he has inherited from his grandfather.

Feel good atmosphere for Jesper Svensson at the European Open – the top golfer from Sweden is highly expectant ahead of making his debut at the prestigious DP World Tour event from 30 May to 2 June. The No. 3 in the Tour’s season ranking was given the perfect opportunity at the start of the tournament week to get into the mood for what was to come by going out for a welcome drive in a Taycan 4S provided by the official car partner Porsche. “A fantastic experience,” said Svensson, who won his maiden title right away in his rookie year on the Tour – at, of all places, the Porsche Singapore Classic. “I’ve been crazy about Porsche ever since my childhood,” said Svensson after returning to the

Green Eagle Golf Courses venue.

“The Taycan has real power and is incredibly comfortable at one and the same time, both on the autobahn or country roads,” said Svensson, “It was brilliant.” The 28-year-old motorsport fan knows what he is talking about. Right away as a little kid, he was amazed by his grandfather’s Porsche 911 Turbo. Awestruck, he stood listening to the sound produced by the 1991-built 964 when its engine was started. “I can remember it up until today, a mind-blowing feeling that has stayed with me.” His grandfather still owns the black 911 and Svensson has been given the chance to take it out for a spin on a number of occasions. “I just love driving it around the countryside near my hometown, Uppsala.”

By virtue of his excellent results in his first season on the Tour, Svensson was able to make his Major debut a few weeks ago at the PGA Championship in Valhalla, Kentucky. “It was good preparation for the European Open and the steely test here,” says Svensson. “Everybody believes I will do well here because I can hit the ball a long way. But we’ll see. It’s really tough and I have to make sure I don’t only play long but also straight.”

On the Nord Course's 17th hole, the precision could pave the way for him to drive his first very own Porsche. Awaiting the professionals is, in addition to the famous European Open trophy, the chance to win the spectacular hole-in-one prize, a Taycan Turbo S. “I always go for the pin on holes with prizes, and this week I’ll be going for it even more,” said the laughing Svensson who will be concentrating on retaining a positive basic feel. “I’ve got to accept that there are going to be bad shots every now and again. It’s all about coming to terms with them. And if that happens, then good results will also happen.”

Svensson will face a high-class international line-up at the 41st holding of the European Open. Several tour winners in the past months plus numerous former Ryder Cup players and other famous top golfers form an illustrious circle of title contenders. Svensson will start his tournament campaign from the first hole at 12.40 hours local time on Thursday together with Max Kieffer (Germany) and und Keita Nakajima (Japan).

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

Taycan Turbo S (WLTP)*: Electrical consumption combined: 19.9 – 17.8 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan 4S (WLTP)*: Electrical consumption combined: 20.1 – 17.6 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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