

Iga Swiatek experiences the fascination of the brand in the Porsche Museum

15/04/2024 The visit was top of her wish list: Iga Swiatek took advantage of the day off on Sunday to marvel at thrilling sports cars in the Porsche Museum and to find out more about the history of the sports car manufacturer.

“I associate a lot with the Porsche brand. Not only the fantastic sports cars but also the on-court emotions I've enjoyed at the Porsche Tennis Grand Prix,” said Iga Swiatek before making her way to Zuffenhausen. When walking around the museum, which this year is celebrating its 15th anniversary, amazement was constantly written all over the Pole's face: “It's so exciting seeing all the cars and finding out something about their history. I can't only look at them, I can feel them too.”

The world's best tennis player has a close bond with Porsche, and not only because the two-time Porsche Tennis Grand Prix (2022 and 2023) winner has already been able to take two sports cars from Zuffenhausen back home with her. She represents the sports car manufacturer in her home country as

the Porsche Friend Poland.

After Sunday's excursion into the world of Porsche, Iga Swiatek, who has headed the world rankings for almost 100 weeks, was back focussing on tennis. The title holder is one of the big favourites in the Porsche Arena, especially as she is yet to lose a match in Stuttgart. Three consecutive wins is something only Tracy Austin, Martina Navratilova and Maria Sharapova have managed to date.

She would like to join the list of greats and drive back to Poland after Sunday's final in a Porsche Taycan 4S Sport Turismo, the main prize for the winner. However, she is not putting herself under any pressure. “I love the tournament here in Stuttgart and am really looking forward to it,” she says with a telling smile on her face. “We'll now see what comes.”

The visit to the Porsche Museum was definitely an excellent warm-up for the tennis week in the Porsche Arena.

Porsche in Tennis

The Porsche Tennis Grand Prix is the flagship of Porsche's worldwide involvement in women's tennis. First played in Filderstadt in 1978, the long-standing Stuttgart tournament has been held in the city's Porsche Arena since 2006. It stands for tradition and innovation, as does the Porsche brand. As the most loyal sponsor of women's international tennis, Porsche has accompanied the WTA's oldest indoor event right from the start. Together with its subsidiaries, the sports car manufacturer will to date be the automotive partner of the WTA tournaments in Cluj-Napoca (Romania) and Bastad (Sweden). Angelique Kerber and Emma Raducanu give Porsche a face in tennis as Brand Ambassadors. Jule Niemeier, Maria Sakkari, Karolina Muchova, Anett Kontaveit and Iga Swiatek are additionally “Friends of the Brand” in their home countries. As a premium partner of the “Deutsche Tennis Bund” (DTB – German Tennis Association), the company has been supporting Porsche Team Germany in the Billie Jean King Cup since 2012 and fosters up-and-coming players in the Porsche Talent Team and the Porsche Junior Team.

MEDIA ENQUIRIES



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Consumption data

Taycan 4S Sport Turismo (WLTP)*: Electrical consumption combined: 21.0 – 18.4 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).

Video

https://newstv.porsche.com/porschevideos/277559_en_3000000.mp4

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