

Top golfer Paul Casey visits Porsche Studio ahead of the Porsche Singapore Classic

20/03/2024 Ahead of the Porsche Singapore Classic, the Porsche Brand Ambassador Paul Casey immerses himself in the world of the sports car manufacturer when visiting the new Porsche Studio in Singapore. The Englishman will tee off together with a top international line-up at the Laguna National Golf Resort Club from 21 to 24 March.

“A cool trip to a fantastic place” – Paul Casey got off to the perfect start to the Porsche Singapore Classic week. Ahead of the start of the DP World Tour’s Asian Swing from 21 to 24 March, the Porsche Brand Ambassador took advantage of a free afternoon to drive a 911 Carrera from the Laguna National Golf Resort to the new Porsche Studio in the centre of the pulsating world metropolis. The three-time Ryder Cup winner was joined on the journey by the tournament presenter Gabbie Partington with whom he talked about his passion for Porsche sports cars and the expectations going into the first staging of the Porsche Singapore Classic.

Innovative meeting place for the Porsche Community

“It’s naturally a great opportunity for me to take a look at the new studio,” raved Casey. “The location is a spectacular destination, not only for Porsche fans. Everybody can feel at home here. The atmosphere is unique, a perfect mix of lifestyle, art, motorsport, relaxation, and Porsche.” The Porsche Studio Singapore is situated in the renowned Guoco Midtown quarter close to the historical Bugis district in downtown Singapore. Amidst traditional shophouses and restaurants and surrounded by skyscrapers, the two-storey showroom on the corner of Beach Road and Rochor Road thrills visiting members of the Porsche Community as an innovative meeting place and as a location for special brand experiences.

A studio highlight is the new all-electric Macan that Casey took a close look at, saying: “An exciting car. I like the mixture of a SUV and the character of a sports car. Porsche have managed to do it very well.” Casey took a lot of time in the studio, examining the special cars on display and browsing around the lovely details like books, accessories and clothing. “All-in-all, it was a really cool trip on the very first day,” said Casey. “For Gabbie, it was her first ever drive in a Porsche which was something special, and I liked finally driving on the right again,” added the Englishman who has lived in Arizona for many years now.

On the drive around Singapore, Casey talked about his childhood, a poster of a 959 in his bedroom – “my dream car” – and about his impressive collection of Porsche cars that begins with a Speedster dating back to 1955. “The rule is that they all have to be driven,” explained the 46-year-old. In doing so, Casey is far bubblier than when on the golf course. “I’m far quieter there.”

“I’m aiming high”

His calmness on the golf course is also certainly down to his over 20 tournament wins as a pro, including his personal highlight, the victory at the 2019 Porsche European Open in Hamburg. “I have known the tournament since my childhood and Porsche then became a part of it in Hamburg. Winning in for me such a wonderful setting was incredible.” He now wants to repeat the success in Singapore. “I’m aiming high,” he says. He has also set his sights on the hole-in-one vehicle on the 17th hole, a Madeira Golf Metallic Panamera Turbo E-Hybrid.

As a part of the internationalisation of its professional golf activities, Porsche is involved as a title partner in Asia for the first time at the Porsche Singapore Classic. In Laguna National Golf Resort Club, it generates an impressive combination of top international players and an attractive brand experience right in the middle of the world metropolis. At the start of the DP World Tour’s Asian Swing, a top-class playing field will compete for the title on the Classic Course, including top stars like the Porsche Brand Ambassador Paul Casey from England, the Irish Major and Ryder Cup winner Shane Lowry, title holder Ockie Strydom from South Africa and the French US PGA Tour winner Matthieu Pavon.

Alongside the pros, amateurs also have the one-off chance to win the exclusive hole-in-one prize. The

highlights in the club grounds this year include the Porsche Panamera Shootout whereby visitors can qualify for the ultimate chance to win the hole-in-one prize via a nearest-to-the-pin competition in the Fan Village. After the tournament finishes on Sunday, the best participants will tee off on the 17th to claim the dream car with a dream shot.

The first round of the Porsche Singapore Classic will start on Thursday, 21 March at 7:30 in the morning. Tickets for the tournament are available via the DP World Tour website.

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 over 17,000 Porsche customers recently 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. 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 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 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



Markus Rothermel

Spokesperson Sports Communications
+49 (0) 170 / 911 0779
markus.rothermel@porsche.de

Consumption data

911 Carrera (Predecessor model)

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

*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/275209_en_3000000.mp4

Image Sublines

Path: Top golfer Paul Casey visits Porsche Studio ahead of the Porsche Singapore Classic/Images/img_1.jpg
Title: Paul Casey, Porsche Singapore Classic, 2024, Porsche AG
Subline: Paul Casey

Link Collection

Link to this article
https://newsroom.porsche.com/en/2024/sports-society/porsche-singapore-classic-2024-paul-casey-porsche-studio-35580.html

Media Package
https://pmdb.porsche.de/newsroomzips/ec928034-2ae3-47c7-8a94-3ecb2e1065ee.zip

External Links
https://newsroom.porsche.com/de/sport-gesellschaft/golf.html
https://www.europeantour.com/dpworld-tour/singapore-classic-2024/