

Sport Jul 23, 2015

## Porsche European Open celebrates premiere

At the premiere of 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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### The Porsche sports sponsoring

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Sport is the DNA of Porsche. As the world's most successful producer of sports cars, the Porsche brand has been inextricably linked with motorsports since the very outset – not least because of the more than 30,000 victories on race circuits around the world. Alongside tennis and promoting sports for young people, involvement in professional golf will form the third pillar in the sports sponsoring programme for the future. The connection with women's tennis now boasts a long tradition: Porsche has been a sponsor of the Porsche Tennis Grand Prix since 1978 and the organiser of this event since 2002.

The sports car maker has additionally been a partner of the German Tennis Federation (DTB, Deutscher Tennis Bund) since 2012 and supports the Porsche Team Germany in the Fed Cup as well as the German tennis juniors through the Porsche Talent Team Germany. The current brand ambassadors are Maria Sharapova and Angelique Kerber. In addition to this, Porsche also promotes young players in football, basketball and ice hockey through its "Turbo for Talents" programme. This involves cooperation between Porsche and the second division football team of RB Leipzig in youth sponsorship.

From the 2015/16 season there will also be a forward-looking partnership in youth football with Stuttgart Kickers. In the Porsche Basketball Academy in Ludwigsburg, a union of eleven partner clubs and 55 partner schools, some 2,500 children from the region regularly play basketball under the guidance of professional instructors. And the Bietigheim Steelers also receive support from the sports car maker for junior ice hockey and the annual Porsche Ice Hockey Camp. All of the above-mentioned partnerships in the youth sector include the aim of allowing disadvantaged children access to the respective sporting disciplines.

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### Consumption data

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911 Carrera Cabriolet: Combined fuel consumption: 9,2 – 8,4 l/100 km; CO<sub>2</sub> emissions: 216 – 195 g/km

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