

AUTOMOTIVE

## Porsche to celebrate 75th anniversary at DP World Tour

May 17, 2023



*The large-scale event marks a special opportunity for the brand to celebrate its 75-year anniversary on a global stage. Image credit: Porsche*

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is set to make its return to the European Open golf tournament with a big splash.

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From June 1-4, 2023, guests will be able to partake in an unforgettable experience during this year's **DP World Tour**. The large-scale event marks a special opportunity for the brand to celebrate its 75-year anniversary on a global stage while representing Germany at the Porsche Nord Course.

"With its special combination of top golf on the challenging Porsche Nord Course and the upcoming anniversary celebrations, this Porsche European Open will offer a special event experience for the visitors," said Deniz Keskin, director of brand management and partnerships at **Porsche**, in a statement.

"The amazing success stories of the tournament and the Porsche brand promise a special tournament week marked by thrilling competitive golf and spectacular off-course attractions."

### Fun and games

Attendees of the four-day golf event will be able to take a ride in a Ferris wheel overlooking the 18th green, relax and dine in Porsche's largest Public Village activation to date, and compete to win the hole-in-one car of their dreams, the Taycan Turbo S Cross Turismo.



*Attendees from the brand's 2022 event visit the Porsche Public Village. Image credit: Porsche*

Via the ongoing event, Porsche displays a heightened commitment to sports endeavors, simultaneously celebrating a fruitful history as a prestigious automaker. Partnering with the DP World Tour on its first German course of this year's season, and for the eighth time overall, grants Porsche a global stage to flaunt on.

The 40th staging of the **#Porsche** European Open will present top international golf and a spectacular fan experience. To mark **#75YearsPorsche**, a special Porsche World will be awaiting visitors. The full preview for the **#PEO23**: <https://t.co/nSIAt00kX1>  
[pic.twitter.com/vMUtyamiN9](https://pic.twitter.com/vMUtyamiN9)

Porsche Newsroom (@PorscheNewsroom) **May 16, 2023**

Fans wanting to celebrate before the June event can see the course for themselves, beginning May 24. While public admission to the June event is free, VIP **tickets** start at 250,000 euros.

Porsche similarly debuted a unique experience with Nobu Hotels last week. The pairing of luxury cars and luxury hotels shines through, taking the form of 152 Porsche-themed rooms ([see story](#)).

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