

WTA Engagement - Global partnership

21/11/2024 Global involvement

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The signature event of Porsche's involvement in worldwide women's tennis is the Porsche Tennis Grand Prix. First held in Filderstadt in 1978, the long-standing Stuttgart tournament has been staged in the city's Porsche Arena since 2006. Like the Porsche brand, it stands for tradition and innovation. For Laura Ceccarelli, who accompanied the tournament for many years in her function as a WTA Supervisor, it is “not only one of the best tournaments worldwide but also one of the most innovative. It is so well organized that many people around the world can learn from it.”

As the most loyal sponsor of international women's tennis, Porsche has accompanied the world's oldest indoor event right from the very start. At the premiere in Filderstadt, America's Tracy Austin, a 15-year-old teenager with plaits and braces, advanced to become the crowd favourite and embark on a brilliant

career after winning the final. In 2002, Porsche intensified its involvement with the world-renowned tournament when taking over the role as organiser.

Tennis highlight

As far as tennis is concerned, the Porsche Tennis Grand Prix is a top highlight on the WTA Tour. Virtually all the top stars come to Stuttgart every year. The quality of the field is regularly of a Grand Slam level. The players feel very much at home in Stuttgart and so much so that they voted the Porsche Tennis Grand Prix as their favourite event in its category in 2007, 2008, 2010, 2011, 2012, 2014, 2015, 2016, 2017 and 2019. And the Women's Tennis Association's management also appreciates the support given them by the successful Stuttgart automobile manufacturer. In 2004 Porsche was distinguished with the "Long Time Contribution Award" in recognition of the company's long-standing involvement as a sponsor and partner of the sport.

The sports car manufacturer has been working with the WTA in number of ways for years now and is increasingly to be seen globally in women's tennis. In 2022, Porsche together with its subsidiaries is a partner at the WTA events in Linz (Austria), Bad Homburg (Germany), Cincinnati (USA), Bastad (Sweden) and Cluj-Napoca (Romania).

As Brand Ambassadors, Angelique Kerber and Emma Raducanu give Porsche a face in tennis. Moreover Jule Niemeier, Maria Sakkari, Anett Kontaveit and Iga Swiatek are "Friends of the Brand". Porsche additionally supports the quite unique "Court Supremes" artistic photography project of the Czech photographer Radka Leitmeritz.

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