

Porsche Golf Circle celebrates 75 Years of Porsche Motorsport on Tenerife

19/11/2026 At the end of the season, Porsche customers experienced a highlight centring on golf and motorsport: 40 Porsche Golf Circle members from eight countries met up for a special community event with some highly diverse golf experiences, personal encounters with works driver Julien Andlauer and the Porsche Brand Ambassador Paul Casey as well as the premiere of the Porsche Golf Circle Champions Trophy.

Under the motto 75 Years of Porsche Motorsport, the many Porsche Golf Circle members reflected one of the sports car manufacturer's core themes and simultaneously looked back at a year full of shared experiences, sporting challenges and international encounters. At the Abama Resort on Tenerife, Porsche enthusiasts from the USA, Canada, Portugal, Sweden, Poland, Switzerland, Germany and the United Kingdom enjoyed two varied days of tournament golf on the 18-hole course at the Porsche Golf Circle's Season Closing. The international community also once again shared their passion for the Porsche brand and a lively, friendly exchange.

Motorsport meets golf

The motorsport jubilee shaped the whole event: a wrapped golf cart and other brandings in the 75 Years of Porsche Motorsport design took up the "Raceborn" leitmotif that underlines the brand's motorsport DNA.

Porsche racing driver Julien Andlauer brought motorsport to Tenerife. It meant that a Porsche works driver was a guest at a golf community event for the very first time. The golf-loving Frenchman, a 12 handicapper, teed off himself on the first day. His partners in the foursome scramble were determined by a motorsport quiz. Andlauer's team then harmonised so well that it secured the win with a five-under-par score.

In the evening, Andlauer and the professional golfer Paul Casey gave a talk about the things golf and motorsport have in common and swapped ideas and thoughts about them with the participants. The racing driver was highly positive when reviewing the community event: "It has been exciting becoming better acquainted with the parallels between motorsport and golf. I've had a lot of fun talking to all the Porsche and golf enthusiasts. It's great that Porsche initiates such activities."

Beat the Pro with Paul Casey

Awaiting the golfers in the individual Stableford tournament on the second day of the tournament was an additional challenge – the Beat the Pro competition. The three-time Ryder Cup winner Casey went head-to-head with the community on the seventh hole – under differing conditions. While Casey played off the 141-metre champions tee, the amateurs started from the regular men's (130 m) and women's (108 m) tees. Two players actually managed to place their ball closer to the hole than the pro.

Premiere of the Porsche Golf Circle Champions Trophy

The event on Tenerife simultaneously formed the sporting framework for another premiere. The individual Stableford competition saw the inaugural Porsche Golf Circle Champions Trophy. Prizes will be awarded to the overall net winner and the best player in the gross category. Both will be honoured by having their names engraved on the trophy that will be competed for annually by the Porsche Golf Circle.

On the Canary Islands, the first net and gross winners, Matthew Mun (USA) and Oscar Garcia (Portugal) respectively, had their names inscribed on the trophy. The victory ceremony for them and all the other prize winners was conducted by the honorary guest, Paul Casey. Afterwards, the Englishman recognised the brand's commitment, saying: "The passion with which Porsche brings together its community and creates special experiences for its members is most impressive. I'm so pleased to be a part of the community."

International community as the heart of the Porsche Golf Circle

In addition to the competitive golf, the feeling of togetherness amongst the members was the heart of everything. The fascination with Porsche and golf also quickly brought the participants together on Tenerife. “After these days together with the community, it’s difficult to imagine driving something other than a Porsche,” said participant Martin Eder, who joked: “I’d make an exception though for a golf cart.” Community member Frank Schiwek raved about “incredible days on Tenerife”. And Ben Linas Schridde added: “What an unforgettable experience.”

“Personal encounters strengthen the bonds within our community, and the bond to our brand. We’re delighted to further expand such a passionate and international community. Celebrating 75 Years of Porsche Motorsport together with Julien Andlauer, Paul Casey and our international guests within a golfing environment formed a fitting finale to the 2026 season,” said Carolin Kunz, Global Community Management at Porsche AG.

The season closing on Tenerife marked the end of a highly eventful Porsche Golf Circle season. The highlights included a golf and motorsport trip to Japan with a Driving Experience at the Porsche Experience Center Tokyo, the Atlantic Drives in Portugal centring on the new Cayenne Electric as well as the visit to the Omega European Masters in Crans-Montana, supported by Porsche Switzerland, where there was the opportunity to test a variety of Porsche sports cars in the Swiss Alps.

A remarkable year is also in store for 2027. The Porsche Golf Circle will celebrate its tenth anniversary with the international community and is planning other special experiences – in places including Portugal and Singapore.

Porsche in Golf

Porsche has been involved in golf since 1988 through the Porsche Golf Cup. One of the company's most successful customer events, the tournament series has developed into an international event in which over 19,000 Porsche customers recently took part in 240 worldwide qualifying tournaments. By launching the Porsche Golf Circle in 2017, Porsche has expanded its commitment to golf at an international community level. The Porsche Golf Circle unites over 16,000 members from 68 countries that share their enthusiasm for Porsche and golf. At a wide range of events, they communally experience exceptional golfing moments on some of the most spectacular courses in the world. Through the Porsche Golf Circle app, members can also network with golfers all over the world.

The sports car manufacturer started its involvement in professional golf in Germany in 2015, initially as the title sponsor of the DP World Tour’s prestigious Porsche European Open. Later, the sports car manufacturer strengthened its international commitment as the title partner of the Porsche Singapore Classic until 2025. Porsche has additionally been the official automotive partner of the Omega European Masters in Switzerland since 2019. As a part of its internationalisation strategy, Porsche

became involved in women's professional golf for the first time in 2024 – as the Automotive and Mobility Partner of The Amundi Evian Championship. The only major tournament in continental Europe counts as one of the most prestigious competitions in women's golf.

MEDIA ENQUIRIES



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