Between fairways and driving pleasure: Porsche Switzerland at the 2026 Omega European Masters

03/09/2026 World-class international golf, current Porsche models and a varied programme on and around the course: Porsche Switzerland is the main sponsor and official vehicle partner of the Omega European Masters in Crans-Montana for the seventh consecutive year. With its shuttle service and interactive formats such as the Porsche Putting Challenge, Porsche is creating additional experiences away from the fairways. A special highlight is the new Cayenne Electric, which awaits as the hole-in-one prize at the 79th edition of the tournament.

The Omega European Masters is one of the most historic and prestigious tournaments on the DP World Tour. From 3 to 6 September, an outstanding field will once again compete at the beautiful Crans-sur-Sierre Golf Club in the Swiss Alps. In the Mont Blanc Village, Porsche will showcase a varied programme that combines automotive highlights with interactive experiences. At the heart of the display is a colourful selection of current models: from the 911 Carrera S in Oak Green Metallic Neo and a Macan Turbo in Speed Yellow to the Panamera 4S E-Hybrid in Carmine Red. A particular eye-catcher is a

Cayenne Turbo Electric in Algarve Blue Metallic. Beyond the vehicles themselves, there is plenty more to discover: the Carrera track challenge brings the racetrack to life in miniature for the first time, while the Porsche Putting Green Challenge calls for a steady hand, a good eye and the right golfing touch.

The vehicle presentation continues directly on the golf course: at the first hole, visitors can experience a Porsche 911 GT3 S/C up close. Unveiled only in April, the model is one of the latest additions from the sports car manufacturer based in Zuffenhausen.

As official vehicle partner, Porsche Switzerland is also providing the shuttle fleet for the participating golf professionals, including Porsche Brand Ambassador Paul Casey. The fleet comprises 20 vehicles in total, including 17 electrified models from the Cayenne, Macan, Panamera and Taycan model lines. During the tournament days, they ensure the players' mobility around Crans-Montana.

Cayenne Electric as the hole-in-one prize

At the 11th hole, the players have an additional incentive: any professional who holes out in one will receive a Cayenne Electric as the prize. This makes the all-electric SUV a direct part of the sporting action at the Omega European Masters and provides an additional incentive for the players to perform at their best.

A home game for Paul Casey

Porsche Brand Ambassador Paul Casey returns to Crans-Montana in 2026. For the Englishman, the tournament now has a special connection with Switzerland: since summer 2025, Casey has lived with his family by Lake Zug. His appearance at the Omega European Masters is therefore something of a home appearance.

On the Wednesday before the official start of the tournament, Casey took part in the Pro-Am event. The long-standing world-class golfer is therefore also involved in Porsche's activities in Crans-Montana from a sporting perspective, strengthening the connection between the brand and the tournament directly on the course.

Golf & Curves to Crans-Montana

With 'Porsche Golf & Curves Andermatt', Porsche is strengthening its ties with the Omega European Masters this year. The two-day format is aimed at international members of the Porsche Golf Circle and begins on 5 September with an 18-hole tournament in Andermatt. The following day, a joint road trip in Porsche vehicles through the Swiss Alps leads to Crans-Montana, where participants will experience the final round of the Omega European Masters. The format also underlines the international collaboration within the Porsche Golf Circle and brings its members together in Switzerland.

A long-standing connection with golf

The partnership with the Omega European Masters is part of Porsche's long-standing connection with golf. Porsche Switzerland has been active in this environment for around two decades. Established formats include the 'Porsche Green Club Suisse' and the 'Porsche Golf Cup Suisse'. Since 2019, Porsche Switzerland has also supported professional golf through its involvement in the Omega European Masters.

Internationally, Porsche's involvement in golf dates back even further. The Porsche Golf Cup has been held since 1988 and is now one of the company's most successful customer events. Most recently, more than 19,000 Porsche customers took part in around 240 qualifying tournaments worldwide. Founded in 2017, the Porsche Golf Circle complements this commitment with special golf experiences for an international community and also provides the framework for formats such as Golf & Curves.

Porsche has been active in professional golf since 2015. Alongside the Omega European Masters on the DP World Tour, the sports car manufacturer is currently also involved in women's golf as Automotive and Mobility Partner of The Amundi Evian Championship.

MEDIA ENQUIRIES

Markus Rothermel

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

Consumption data

Panamera 4S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.0 – 3.2 l/100 km; Fuel consumption with depleted battery combined: 9,8 – 8,8 l/100 km; Electrical consumption weighted combined: 18.5 – 17.6 kWh/100 km; CO_2 emissions weighted combined: 91 – 74 g/km; CO_2 class weighted combined: B; CO_2 class with depleted battery: G

Cayenne Electric (WLTP)*: Electrical consumption combined: 22.0 – 19.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Carrera S (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 GT3 S/C (WLTP)*: Fuel consumption combined: 13.7 l/100 km; CO_2 emissions combined: 310 g/km; CO_2 class: 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).

Link Collection

Link to this article
https://newsroom.porsche.com/en/2026/sports-society/porsche-schweiz-omega-european-masters-2026-43201.html

Media Package
https://pmdb.porsche.de/newsroomzips/4cb9d42c-7766-4336-a32f-4211caf0635e.zip

External Links
https://newsroom.porsche.com/de/sport-gesellschaft/golf.html

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart