



PORSCHE

Press Release

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Porsche Motorsport extends digital communication

March 23: The new Porsche 919 Hybrid will be presented on all online channels

Stuttgart. The time has come, and it will be this Wednesday, March 23: Porsche will present the 919 Hybrid for the first time in its new livery for the 2016 FIA World Endurance Championship (WEC) and the Le Mans 24 Hours. For this on March 23 at 7am (CET) all the company's online platforms will be activated. The presentation of the actual Le Mans Prototypes will follow one day later, March 24, at 2pm (CET) at the Paul Ricard race track in Southern France. It is there where the 2016 WEC season officially kicks off with what is called the Prologue – a two-day test (March 25 and 26) for the entire starting field with numerous media events and interview opportunities, plus free entry for spectators on Saturday.

All activities around the 919 Hybrid's debut will be online and digitally refined. The most recent channel is the Twitter account @Porsche_Team, which is exclusively dedicated to news around the Porsche LMP1 Team. This account offers information about testing and races in real time from the team's garage with facts and images. Whether it is a driver change, tyre choice or reasons for any delays – @Porsche_Team is the quickest reliable source for media and fans. Also quotes and press releases will be posted here. Furthermore, the channel will share tweets from the LMP1 works drivers.

@PorscheRaces is the Twitter for all GT Porsche Motorsport activities. It covers the worldwide works engagements in the IMSA WeatherTech SportsCar Championship and the WEC, as well as the season highlights of the 24-hour races in Le Mans and

at the Nürburgring. On top of that, it also follows the Porsche Mobil 1 Supercup, which races at Formula One events, and the various national Porsche Cup series. Another focus is on Porsche talent support, the Junior programme.

The Twitter account @PorscheNewsroom is the centralised place to go in the Web for information about Porsche. The online portal www.newsroom.porsche.com offers daily news as well as background stories and multi media coverage of the entire world of Porsche. Without a log-in required, here journalists, bloggers and the whole online community can easily see and download press releases, pictures and videos. The related Instagram account [porsche_newsroom](https://www.instagram.com/porsche_newsroom) rounds it off with exclusive photographs.

For those focussing on moving images, Vimeo is recommended. Here Porsche hosts its own channel on which the daily video news from race tracks is also available. To go straight there, use the link www.vimeo.com/porschenewsroom

The Porsche Press Database provides the archive for photos, videos and all current media releases and press packs. At presse.porsche.de, journalists and bloggers are invited to register. The link <https://presse.porsche.de/motorsport> guides straight to the digital Motorsport Media Guide with text and pictures for all Porsche racing topics.

For the Porsche brand's customers and fans, the company's homepage has prepared a variety of activities to present the new Porsche 919 Hybrid at www.porsche.com/futuresportscar. Here the car will be digitally launched with photographs, videos and a 360°-presentation from March 23 onwards. Also free to enter is the content on the website www.porsche.com, on www.facebook.com/porsche and on www.youtube.com/user/Porsche.