



PORSCHE

News Release

April 15, 2022

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## **Rennsport Reunion VII will take place in 2023**

*The world's largest Porsche fan gathering will return for the seventh time*

**Atlanta.** Porsche Cars North America (PCNA) has confirmed the next Porsche Rennsport Reunion will take place in 2023. For the seventh time, life on the edge will be celebrated - from the boldest and most exciting Porsche cars yet created to the people responsible for designing them, to the drivers who took the cars right to their limits. All will gather for an exhilarating event that promises to celebrate not only Porsche's past and present, but to capture a glimpse into the future, on both the track and on the road. The theme, dates and location of Rennsport VII will be announced in due course.

Conceived by racing great Brian Redman and Porsche Cars North America's longstanding press spokesperson Bob Carlson in 2001, Rennsport was created to celebrate the racing heritage of Porsche. They envisioned an event at which drivers and enthusiasts could gather to celebrate racing and pay tribute to the people and cars that have helped build the Porsche legacy. Since its inaugural event at Lime Rock Park in Connecticut over 20 years ago, Rennsport has continuously grown in appeal, drawing in 80,000 fans over the course of the last event in 2018.

"We're all excited to be able to announce the return of the Rennsport Reunion, which is always a highlight of Porsche motorsports enthusiasm and heritage" said Kjell Gruner, President and CEO of Porsche Cars North America Inc. "Rennsport Reunion has grown quickly over the years into a truly one-of-a-kind experience of sight, sound and emotions. For a few days, it feels like everyone thrilled by the brand is united in one place, on and off the track, as one Porsche family. We'll announce the date and location soon, but this much I can share already: Our ambition is to make Rennsport Reunion VII the best one yet."



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**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 194 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's more than 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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