



PORSCHE

Press Release

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Porsche relies on online communication at the 24 Hours of Le Mans

**Le Mans 2020: digital news and background reports on the real race action**

**Stuttgart.** The coronavirus situation has had a significant influence on this year's 24 Hours of Le Mans. The 88<sup>th</sup> edition of the world's most famous endurance race was postponed to 19/20 September and will be contested without fans at the racetrack. Journalists must also come to terms with drastically changed working conditions. Direct contact between members of the media and the Porsche GT Team as well as Porsche customer teams at the track is extremely limited.

In order to offer a direct and comprehensive flow of information as well as opportunities to speak with the works drivers of the 911 RSR and the team management under these conditions, Porsche has initiated a variety of communication channels at Le Mans. These mediums include virtual 'Meet the Team' events prior to the start and regular interview sessions during the race via the video conference platform Zoom. The planned meeting times are currently:

Wednesday, 16 Sept., 1:00 – 2:00 pm: Meet the Team (all drivers and management)

Thursday, 17 Sept., ca. 8:30 pm: Pascal Zurlinden (Director Factory Motorsport)

Friday, 18 Sept., 1:00 – 2:00 pm: Meet the Team (all drivers and management)

Sunday, 20 Sept., 5:00 pm: Alexander Stehlig (Head of Operations FIA WEC)

Further interview times with the drivers and Pascal Zurlinden can be scheduled during the race with advance notice of between 30 and 60 minutes. To be included in the invitation distribution list, simply send an email to [porsche@kap-text.de](mailto:porsche@kap-text.de).

A new addition is the Motorsport Media Microsite [media.porsche.com/motorsport](https://media.porsche.com/motorsport). This microsite offers news and background reports about the Porsche GT Team as well as the 24 Hours of Le Mans – including the latest press releases, drivers' background stories, a review of the 50-year anniversary of Porsche's very first outright win at Le Mans as well as the virtual edition of the long-distance race in June. The microsite will be regularly updated and supplemented with new content. In addition to download functions for images and videos, this site also offers recordings of the individual Zoom conferences and interviews.

The Twitter account [@PorscheRaces](https://twitter.com/PorscheRaces) can also be accessed via the Motorsport Media Microsite. This account provides information almost in real-time on the racetrack with facts, photos and short videos. Whether it is about a driver change, tyre choice or reasons for delays: [@PorscheRaces](https://twitter.com/PorscheRaces) is the fastest and most reliable source for journalists and fans. Quotes and press releases are also posted here. Moreover, the channel shares tweets from the Porsche GT works drivers.

The online portal <https://www.newsroom.porsche.com> offers the latest news as well as background reports and covers the entire Porsche multimedia world. From here, journalists, bloggers and the online community can download press releases, photos and videos – without logging in. The associated Instagram account [porsche\\_newsroom](https://www.instagram.com/porsche_newsroom) supplements the service with exclusive photos.

Video content from Porsche can be found on Vimeo. The Porsche Newsroom also updates its own Vimeo channel (named Porsche AG), providing the latest video news from the racetracks: The direct link: [www.vimeo.com/porschenewsroom](https://www.vimeo.com/porschenewsroom). An image and film archive as well as press information can be found on the Porsche Press database. Journalists and bloggers can register to receive press releases automatically on: [press.porsche.com](https://press.porsche.com). Press releases, photos and videos can also be accessed without logging in.

From Formula E to GT factory and customer racing as well as Porsche's own one-make cup series such as the Porsche Mobil 1 Supercup through to the virtual

Porsche TAG Heuer Esports Supercup: an overview of the sports car manufacturer's range of racing activities is available on the Porsche Motorsport Hub, which is easy to access via [motorsports.porsche.com](https://www.porsche.com). This content can also be accessed easily on <https://www.porsche.com>, <https://www.facebook.com/porsche> and <https://www.youtube.com/user/Porsche>.

*Further information, film and photo material in the Porsche Newsroom: [newsroom.porsche.com](https://www.porsche.com/newsroom). The Twitter channel @PorscheRaces provides live updates from Porsche Motorsport with the latest information and photos from racetracks around the world.*

