



PORSCHE

Press Release

April 5, 2016

No. M 35/16

Porsche Carrera Cup Deutschland

New season kicks off with a comprehensive media package

Stuttgart. April 15th marks the start of the new season for the Porsche Carrera Cup Deutschland. In the 27th year of Germany's fastest one-make series, teams and drivers will fight for championship honours. This year's grid lineup, which includes both Carrera Cup Porsche Juniors, Sven Müller (D/24) and Dennis Olsen (N/19), will enjoy an even larger audience. The long-established brand trophy series, with the 460 hp Porsche 911 GT3 Cup taking centre stage, has the benefit of an even more extensive television and media package in 2016. This means that the television stations n-tv and Sport1 have intensified their involvement. Moreover, coverage in the social media and on mobile devices has expanded.

This year for the first time, the Carrera Cup season-opener is run as support to the ADAC GT Masters in Oschersleben, with all other events contested alongside the DTM. Eight race weekends make up the 2016 calendar, with two of those events held outside Germany in Zandvoort (NL) and Spielberg (A). For fans, this means sixteen action-packed races with gripping wheel-to-wheel duels to the very last lap.

2016 not only marks Sven Müller's third season contesting Porsche's German one-make race series but also his third as a Porsche Junior. Thanks to his strong performances last year he will again receive funding for his motor racing pursuits. For his Porsche Carrera Cup campaign he competes for Konrad Motorsport, and for his Porsche Mobil 1 Supercup mission he will drive for the Austrian Lechner Racing squad. The second Porsche Junior on the grid is Dennis Olsen from Norway. Last October

Olsen came out on top after a multi-level selection process against more than 100 candidates. This year he races for the Lechner Huber Racing team.

Sport1 plans to broadcast nine races live, with the remaining seven rounds televised delayed to live in full length on the same day. For this year's championship, eight blocks have been earmarked for highlights and a season wrap-up. With this, Sport1 offers viewers more than a thousand minutes of television coverage. Via the station's own Internet streaming channel, sport1.de, spectators will be able to witness all rounds live. Furthermore, all events will be aired live for the first time by the Swiss television station Telebasel.

On Monday after each race, n-tv broadcasts a 30-minute Porsche Carrera Cup magazine, which offers a look behind the scenes of the popular racing series. Eight programmes and a season recap are planned, with a total broadcasting time of 270 minutes. In the magazine, each programme will be televised on the German news channel at 18.30 hours.

Porsche has also expanded the range of live-streaming opportunities: Fans can follow the races on a computer, tablet or Smartphone via porsche.de/carreracup, n-tv.de and sport1.de as well as carrera-cup.de.

In addition, the Carrera Cup will be more accessible to a younger target audience: At every race weekend, a famous YouTube celebrity will check out the race action on the track and in the paddock and share his motor racing experiences with his viewers worldwide.

Fans have access to exclusive insights and comprehensive news updates on the drivers, teams, and racing vehicle on the Twitter channels @PorscheRaces and @PorscheNewsroom as well as on Instagram under Porsche_Newsroom.

2016 Porsche Carrera Cup Deutschland calendar

- 15 – 17.04.2016 Oschersleben (Races 1&2)
- 06 – 08.05.2016 Hockenheim (Races 3&4)
- 20 – 22.05.2016 Spielberg/Austria (Races 5&6)
- 03 – 05.06.2016 Lausitzring (Races 7&8)
- 24 – 26.06.2016 Norisring (Races 9&10)
- 15 – 17.07.2016 Zandvoort/Netherlands (Races 11&12)
- 09 – 11.09.2016 Nürburgring (Races 13&14)
- 14 – 16.10.2016 Hockenheim II (Races 15&16)

GO

Please note: Photos of the Porsche Carrera Cup Deutschland are available on the Porsche press database on the Internet address <https://presse.porsche.de>. The Twitter channel @PorscheRaces provides live updates on Porsche Motorsport with the latest information and photos from race tracks around the world. Journalists also have access to the digital Porsche Motorsport Media Guide on <https://presse.porsche.de/motorsport>. Porsche Communication provides a service for journalists, bloggers and online multipliers under www.newsroom.porsche.com.

