

Motorsport Aug 4, 2020

Porsche and Michelin extend their long-standing partnership to Esports racing

Porsche and Michelin have been collaborating closely in motorsport for more than 20 years. Now, they're extending their cooperation to include Esports racing – additionally boosting the appeal of virtual racing.



PORSCHE

TAG HEUER ESPORTS SUPERCUP BY IRACING



Tom Moore

IMSA WeatherTech SportsCar Championship
Darkhorse Autosport
(for US media only)

+1 615 509 5000
tom@darkhorseautosport.com



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand
Heritage
Porsche Cars North America

404-539-5031
frank.wiesmann@porsche.us

Link Collection

Link to this article

https://newsroom.porsche.com/en_US/motorsport/porsche-michelin-partnership-esports-racing-virtual-racing-21638.html

Media Package

<https://newsroom.porsche.com/media-package/dee68a40-3c30-4532-92e9-875a96d1f684>

External Links

