



Porsche Experience launches new website

14/05/2025 The new Porsche Experience website means adrenaline-fuelled memories are just a mouse-click away.

Porsche Cars Australia has redesigned the Porsche Experience website to make it even easier for customers and fans to enjoy the sports car-maker's range of exciting programs.

Built according to the theme of 'Your Dreams. Our Drive', the new Porsche Experience site (porscheexperience.com.au) is a playground of tailored and exclusive activities structured according to three pillars: The Porsche Track Experience, Porsche Events, and future bespoke Travel programs.

The website's new functions include user-friendly navigation, streamlined registration processes and a new 'Accounts' feature to make it even simpler to manage previous and planned event bookings.

The website's launch coincides with the announcement of Porsche's GT Week at the Bend, which is set to return on August 26 – 29 and September 1 -2 in 2025.

“Excitement and passion live at the heart of Porsche,” said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia, “and, just like our cars, our range of special experiences are designed to bring these to life.”

Porsche Track Experience

The Porsche Track Experience advanced driver training program helps drivers unlock their potential behind the wheel using Porsche sports cars in their natural habitat.

The popular program follows the simple philosophy of ‘you tell us your driving goal and we ensure that you achieve it’. It comprises five separate driver training levels, each a full-day program where participants graduate from one level to the next.

- **Level 1 - Precision:** Learn and finesse driving skills.
- **Level 2 - Precision Plus:** Learn how to expertly handle a sports car in dynamic driving situations.
- **Level 3 - Performance:** Learn the essentials of racetrack driving.
- **Level 4 - Master GT4 RS and Master GT3 RS:** The ultimate track-based, road car driving experience.
- **Level 5 - GT3 Cup and 718 GT4 RS Clubsport:** Experience the thrill of a factory-built Porsche racing car with individual coaching and the guidance of a motorsport engineer.

Porsche Track Experience Australia is available to both Porsche owners and non-owners.

Porsche Events

Porsche Cars Australia creates an array of exclusive event-based experiences every year. These memorable gatherings bring together Australia’s passionate communities of Porsche customers and fans, and add extra life to the excitement and joy Porsche is known for.

Porsche maintains a significant presence at the annual Australian Formula 1 Grand Prix, where guests enjoy the Ultimate Porsche Experience at the Porsche Pavilion.

GT Week at The Bend gives invited guests the chance to experience the high-performance potential of Porsche GT sports cars at the world-class Shell V-Power Motorsport Park in Tailem Bend, South Australia.

Porsche Cars Australia also conducts other specialised events, such as the Sydney Marathon Experience and Porsche Targa Tours.

Travel programs by Porsche AG

Porsche AG arranges a variety of international travel experiences every year. These include memorable driving tours at spectacular locations where guests can enjoy the best driving roads in countries such as Ireland, Italy and Slovenia. The explorer-style Camp 911 Namibia adventure takes in exotic cultures and fascinating natural scenery.

Info

Visit porscheexperience.com.au for more information.

Image Sublines

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Subline: The Porsche Track Experience is open to all drivers, Porsche owners and non-owners alike.

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