

Packed anniversary weekend at the Hockenheimring

12/06/2023 With almost 80,000 tickets issued, the Festival of Dreams at Germany's Hockenheimring was a sell-out before the gates even opened. A comprehensive programme offered exciting experiences for all visitors, both on and off the racetrack, while more than 8,000 Porsche customer cars were displayed around the Porsche Experience Center.

In perfect weather, customers and fans celebrated 75 years of Porsche sports cars at the Hockenheimring over the weekend. As part of the Festival of Dreams, three established motorsport events took place: the Porsche Carrera Cup Deutschland, the Porsche Carrera Cup Benelux and the ADAC GT Masters. The event also marked the successful debut of the Porsche Sprint Challenge Classic.

Away from the racetrack, visitors were able to immerse themselves in the various themed areas of the multi-faceted Porsche world. On the PEC's handling course, almost 7,500 'taxi' rides were taken, as professional drivers treated customers and fans to passenger rides in a range of Porsche models, including the all-electric Taycan.

More than 8,000 customer cars

More than 8,000 customer cars from a wide range of model series and generations filled the grounds, displayed alongside 100 exhibitors, including the Porsche Museum and Porsche Exclusive Manufaktur. Celebrities such as the German model Toni Garrn, photographer Paul Ripke and fashion and lifestyle influencer Karo Kauer talked about personal dreams and different ways to fulfil them. The festival was hosted by TV presenters Steven Gätjen and Chris Brow. A special highlight, on Saturday evening, was a free concert by Alvaro Soler on the big stage.

"Porsche stands for emotion, passion and experiences," says Alexander Pollich, CEO of Porsche Deutschland GmbH. "We were able to feel all of this at the weekend in Hockenheim together with many friends of the brand. We are very happy with this birthday weekend."

With 4,500 accredited Porsche Club members attending each day, the 'clubhouse' specially designed for this unique community was well-filled. In addition to numerous guests from Germany, members from other nations were also welcomed there, including from Japan, South Africa, Australia and Venezuela. In the adjacent Community Space, designed as an urban container landscape, Porsche communities such as Onassis, HEIZR, Petro Surf, Type7, FAT and Curves were represented. DJ beats and drinks kept the party going late into the night on Saturday.

MEDIA ENQUIRIES



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