

Porsche at the 2025 Formula 1® Louis Vuitton Australian Grand Prix

19/03/2025 Porsche has wowed a record crowd with a weekend of on-track action, trackside luxury and captivating activations at the 2025 Formula 1® Louis Vuitton Australian Grand Prix.

The Porsche Pavilion

The Porsche Pavilion hospitality suite was home to four days of luxurious celebration and trackside excitement.

The expansive ground-level entry foyer showcased two special new Porsche cars: the new Porsche 911 Carrera Cabriolet and the new Macan 4, both in Gentian Blue. Their paint finish inspired the colour scheme for the Porsche Pavilion's luxury interior, which was designed in the style of a refined country club.

Several other eye-catchers also welcomed guests on arrival. The first was a custom Porsche x La

Marzocco espresso machine created to celebrate the launch of the Porsche 911 Carrera Cabriolet. This special hand-crafted Linea mini model from Florence, Italy was designed in collaboration with La Marzocco Home Australia to match the stunning blue cabriolet on display. Its bespoke Gentian Blue panels matched the display car's paint finish, its walnut timber echoed and 911's Classic Cognac interior and the machine's gold electroplated finishes were a nod to the sports car's Neodyme highlights.

This beautiful coffee machine was available to buy via an online auction throughout the weekend and sold for $18,000. All sale proceeds will be donated to the children's charity Make-A-Wish Australia.

Guests were also offered personalised monogramming for a Porsche cap before entering the main lounge. The model code '911' was the most-popular script and gold was requested above all other colours.

The display of Porsche Design watches was headlined by a Chronograph 1, the famous all-black timepiece known as the wristwatch F. A. Porsche designed to complement his most famous creation, the Porsche 911 sports car.

Upstairs in the main lounge, the 911 Carrera Cabriolet's Classic Cognac leather trim and Neodyme-coloured features were echoed throughout the luxury interior, inspiring details such as the brass entry plaque and foot rail along the bar, as well as the interior's soft furnishings. Gentian Blue wainscoting and custom lighting combined with Porsche's signature fragrance to create a welcoming sense of warmth and the feeling of a permanent club-like lounge.

The full-length bar led guests towards the large exterior deck and seating area, which gave a wide and elevated view of the Albert Park Circuit's turns two and three, a combination of fast-accelerating left and right bends.

Guests were thrilled to hear from global Porsche Brand Ambassador and nine-time Formula 1® Grand Prix race winner, Mark Webber, who shared his racing insights before the Formula One racers hit the circuit.

"Any event that brings together our family of owners and fans is a wonderful occasion," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "And the annual Formula 1® Australian Grand Prix is a special opportunity to celebrate being part of the Porsche world."

The Porsche Pavilion, which was planned and developed over a nine-month period before its build phase began in January this year, hosted around 200 invited guests each day from Thursday to Sunday.

Porsche Power Icons

Located at the Melbourne Junction in the Albert park Precinct was the unmistakeable enclosure

containing the Porsche Power Icons exhibition.

A constant stream of fans queued outside to be among the first to discover two of Porsche's latest high-performance sports car offerings: the new Macan Turbo and the new 911 Carrera GTS.

Once inside, fans enjoyed an immersive digital experience that brought to life both models' sports car DNA. The showcase comprised a dynamic video and sound experience on entry, followed by an almost-three-minute digital showcase of the two cars in action.

The captivating show caused eruptions of applause from guests who enjoyed the exhibition's impact.

The Porsche Power Icons exhibition highlighted the sports car abilities of both models, which share astonishingly low, and remarkably similar, 0-100 km/h acceleration times.

The maximum 398 kW (541 PS*) power level offered by the new 911 Carrera GTS propels it from 0 – 100 km/h in 3.0 seconds (with Sport Chrono Package), a time traditionally achieved by 911 Turbo models.

The advanced all-electric powertrain fitted to the new Macan Turbo delivers up to 470 kW (639 PS*) of Overboost Power, empowering a 0 – 100 km/h time of 3.3 seconds (with launch Control).

Porsche Track Experience

Race fans flocked to the Porsche Track Experience exhibition, situated next to the Porsche Paynter Dixon Carrera Cup Australia paddock within Motorsport Straight.

All five levels of the popular advanced driver training program – Precision, Precision Plus, Performance, Master GT4 RS, Master GT3 RS, 718 GT4 RS Clubsport, and GT3 Cup – were outlined with an overview of the driving skills they offer. Each level was accompanied by an example Porsche sports car typically used by participants.

The Porsche in Motion mobile experiential road show offered visitors an in-depth look into the Porsche Track Experience program. Inside, guests discovered how the program brings to life its central philosophy of 'tell us your driving goal and we ensure that you achieve it.'

Guests could also enter a competition to win the chance to experience Porsche's popular advanced driver training program.

Porsche Track Experience offers all drivers – not just Porsche owners – the opportunity to develop their driving skills under the guidance of expert instructors. This graduated skill-development program comprises a series of modules. It begins with Level One 'Precision', which allows drivers to finesse their skills behind the wheel of a range or road Porsches, and extends all the way to GT3 Cup, which involves

professional on-track driver coaching in a genuine, factory-built 911 GT3 Cup racing car.

Porsche Paynter Dixon Carrera Cup Australia

This year's Formula 1® Louis Vuitton Australian Grand Prix hosted Round 2 of the 2025 Porsche Paynter Dixon Carrera Cup Australia.

A field of 29 cars delivered non-stop on-track action. The hot qualifying session saw reigning series champion Harri Jones secure pole position with a lap time in the 1 minute 47 second bracket.

Jones took victory in the first of the three hotly contested races with Jackson Walls taking the win in the second race over Bayley Hall.

Victory in race three went to current Carrera Cup Asia and France champion Alessandro Ghiretti, who joined the second round of Australia's leading one-make championship with EMA Motorsport. The factory-supported Porsche Junior drove his way through the leading group to secure the win in the weekend's final race, with Dylan O'Keeffe and Jackson Walls completing the podium.

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Walls was the overall Round 2 victor at Albert Park.

Round 3 of the Porsche Paynter Dixon Carrera Cup Australia will take place in Darwin from June 20-22.

Info

Images: Dan Allen

* PS (PferdeStärke, German for horsepower) is the standard unit used in the European Union to measure the power output of a motor in 'metric horsepower'.

Image Sublines

Path: media/Images/img_1.jpg
Title: DSC00791.jpg
Subline: Mark Webber with the new Porsche 911 Carrera Cabriolet in the Porsche Pavilion's foyer

Path: media/Images/img_2.jpg
Title: DSC00392.jpg
Subline: Harri Jones, reigning Porsche Paynter Dixon Carrera Cup Australia Champion, speaks to guests at the Porsche Pavilion

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