

Timo Bernhard revives Porsche's legacy at La Carrera Panamericana 2025

13/10/2025 Brand ambassador and modern-day motorsport legend Timo Bernhard returns to Mexico to highlight Porsche's long and rich connection to La Carrera Panamericana – the legendary road race of the 1950s, which is now one of the world's most beloved historic rally events.

La Carrera Panamericana 2025 delivered a spectacular showcase of cars, heritage and passion, highlighted by the participation of the modern-day Porsche racing legend Timo Bernhard. The German endurance champion, who won at Le Mans and the Nürburgring during an illustrious career behind the wheel, joined the Porsche team at the rally as a special guest driver, piloting a 911 GT3 alongside Mexican co-driver Patrice Spitalier.

Bernhard's participation in the 75th anniversary edition of La Carrera Panamericana evokes the historical legacy of pioneers such as Hans Herrmann, who led the first official Porsche team to enter the treacherous border-to-border race with the 550 Spyder in 1954. There was also Herbert Linge, whose

exceptional mechanical work would go on to earn him the Order of Merit from the Mexican government, and Huschke von Hanstein and Karl Kling, who helped to establish Porsche's international reputation in the world of elite motorsport when they took part in 1953.

"I know from Porsche's history that 'La Carrera' was a major race featuring exceptional Porsche drivers, including German legends Hans Hermann and Herbert Linge, who were heroes of their time," says Bernhard. The historical bond between Porsche and La Carrera Panamericana lives on not just in terms of the competition but also in iconic model names like the 911 Carrera and the Panamera. With Bernhard's participation this year, Porsche aimed to strengthen this connection between its sporting present and a defining chapter of its automotive heritage.

"I personally love rallying and have achieved several overall victories in Germany," continues Bernhard. "This time, however, I was not focused on competition or results, but rather on showcasing Porsche's legacy and fascinating heritage to those spectating."

'La Pana', as it is known, was one of the world's most demanding and exciting road competitions when it took place between 1950 and 1954. Holding special significance for Porsche, it would lay the foundation for the brand's enduring reputation for precision and durability. While the race was cancelled in 1955 due to cost and safety concerns, it was revived in 1988 as a historic rally, and Bernhard's participation 75 years after its debut highlights both the event's continued global importance and its ability to continue to attract prominent motorsport figures.

Timo Bernhard: an undisputed Porsche legend

Over the course of more than two decades as an official Porsche factory driver, Timo Bernhard built a name as one of the most complete, consistent and charismatic racers of his generation.

"My first contact with Porsche Motorsport happened in January 1999 when I was invited to the UPS Porsche Junior Selection. In the end I was one of two drivers to be chosen. I was by far the youngest – I wasn't even 18 in my first test on track. Porsche showed great patience and built me up steadily, allowing me to make my own mistakes. It led to a great success story with more than 20 years as a factory driver. I guess the gratitude I felt helped to forge my strong bond with the Porsche brand. In total, it's been 26 years so far and we're still going strong."

Bernhard's name is inseparably linked to Porsche's most significant endurance racing triumphs. His career has included two FIA World Endurance Championship titles (2015 and 2017), victory at Le Mans in 2017 with the Porsche 919 Hybrid, and five wins at the Nürburgring. Combined with victories at Daytona, Sebring and multiple American Le Mans Series championships, Bernhard has achieved the prestigious 'triple crown' of endurance racing, establishing him as something of a benchmark in the world of motorsport.

With a precise driving technique and great strategic vision, Bernhard has been integral to Porsche's

technological evolution across its racing programmes, from GT cars to cutting-edge hybrid prototypes.

Victories in Mexico in 2016 and 2017

Bernhard's relationship with Mexico was consolidated in 2016 and 2017 during the 6 Hours of Mexico, an official round of the FIA World Endurance Championship (WEC). At the helm of the Porsche 919 Hybrid, Bernhard – along with teammates Brendon Hartley and Mark Webber in 2016, and with Earl Bamber replacing Webber the following year – claimed consecutive victories at the Autódromo Hermanos Rodríguez. These triumphs strengthened Porsche's position in the Manufacturers' standings and played a key part in the brand securing the title in both seasons.

But the success in Mexico City not only enriched Bernhard's sporting CV – it also helped to forge a special bond with fans in the region, a connection that has undoubtedly been renewed thanks to the past weekend's 2025 Carrera Panamericana.

"I have great memories of Mexico ... and a 100 per cent win rate there!" Bernhard recalls with a smile. "I raced twice at the Hermanos Rodriguez track and won both times with my teammates and the 919 Hybrid. I discovered Mexico as a country with incredible passion for motorsport. I've often mentioned how the Porsche fans threw a party for us right there at the track after the race. It was truly a magical atmosphere."

Porsche and La Carrera Panamericana: a shared legacy

Since the 1950s, Porsche and La Carrera Panamericana have shared a journey of tradition, innovation and passion. The Mexican competition provided the stage where the first Porsche 550 models earned their place in international motorsport history by outperforming more powerful rivals.

MEDIA ENQUIRIES



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Consumption data

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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