

Porsche at the 2024 Formula 1® Rolex Australian Grand Prix

24/03/2024 Porsche has created a collection of memorable experiences for everyone at this year's Formula 1® Rolex Australian Grand Prix.

Energising gatherings, electric sports cars, the local unveiling of several new models and exciting on-track action characterised four action-filled days at Melbourne's Albert Park circuit. Porsche was at the heart of them, thanks to its array of curated installations and events.

The Porsche Pavilion

More than 800 guests celebrated with Porsche at the exclusive Porsche Pavilion, the brand's multi-level luxurious hospitality suite.

Styled according to the theme of timeless elegance, its bespoke interior design was inspired by the Shore Blue paintwork adorning the Porsche 911 S/T displayed in the entry foyer. This purist special-

edition model marks the 60th anniversary of the 911 sportscar and the example displayed was the first to arrive in Australia, one of only 1,963 to be built for the world. Across four days the pavilion attracted sports car fans, including Porsche brand ambassador Mark Webber.

The cool and calm blue atmosphere inside the Porsche Pavilion created the feeling of a luxury hotel thanks to its long bar, elegant lounge areas and layered details. The custom Porsche fragrance and multitudes of colour-matched floral arrangements underlined the mood.

On arrival, guests were offered personalised monogramming for their Porsche cap before heading upstairs to the main lounge.

On Thursday, Porsche Cars Australia gathered more than 150 of the country's most accomplished and driven women for a trackside celebration and panel discussion at the exclusive Porsche woman with drive in collaboration with Harper's Bazaar.

On display during the event was a unique painting by Sydney-based contemporary artist Werner Bronkhorst. The large and captivating artwork features a highly detailed charcoal drawing of a Porsche 911 with thick acrylic text painted over it. Werner generously created the artwork especially for Porsche and arranged for it to be auctioned, with all sale proceeds to be donated to Australia's Make A Wish Foundation.

Porsche brand Ambassador and nine-time Formula 1® Grand Prix race winner Mark Webber captivated guests with his motorsport insights before the Formula One cars took to the circuit. And drivers from the Porsche Carrera Cup shared first-hand what it is like to compete door-to-door in the rapid 911 GT3 Cup racer.

The Porsche Pavilion's outdoor deck and elevated position offered a wide view of the on-track racing action. Guests could see from the exit of turn 1, through turn 2 and along the stretch of track beyond, putting the racing action right in front of them.

Posche Pavilion guests travelled from as far as New Zealand and Perth to relish the trackside celebrations with Porsche. With a number of guests also attending from Europe.

“This year's Porsche Pavilion is a celebration of the 911 S/T,” said Daniel Schmollinger, CEO and Managing Director. “This car commemorates 60 years of the 911, which is a perfect reason to bring together the Porsche family in Australia to celebrate.”

The Porsche Village

The popular Fan Zone precinct inside the Albert Park complex was a magnet for the more than 452,000 visitors who attended this year's Formula 1® Rolex Australian Grand Prix.

Fans flocked to the collection of Porsche attractions on-site, eager to explore and interact with the array of sports cars and displays assembled by the Porsche Cars Australia team.

“The Porsche Precinct is a showcase of Porsche that everyone can enjoy,” said Daniel Schmollinger. “Australia’s annual Formula One event is a natural habitat for Porsche, thanks to our motorsport DNA. It’s an ideal opportunity to let everyone experience what Porsche is all about and its accessibility for fans is a major part of its success.”

Porsche Mission X

Porsche surprised everyone with the Mission X exhibition. The stunning all-electric hypercar concept, which made its world premiere last year, was showcased in a bespoke display that took visitors along the journey that gave rise to its creation.

From the twin-turbo Porsche 959 in the mid-1980s to the 2003 Carrera GT and then the Porsche 918 in 2014, the fascinating showcase culminated in the spectacular Mission X concept car. Fans were able to get close to the two-seat hypercar concept to see its remarkable design finishes and functional details.

Accompanying the Mission X concept car to Australia was a team of four specialist from Porsche, including Project Manager Michael Behr and Studio Engineer Kai Leibrandt. ‘Meet the Maker’ sessions over the weekend elevated the experience of seeing the concept car by allowing guests ask the team questions about its creation.

“The Mission X concept car underlines Porsche’s commitment to e-Performance,” said Daniel Schmollinger. “This two-seat hypercar concept signals the direction we are heading and represents a turning point in the world of sports cars.”

Porsche Paynter Dixon Carrera Cup Australia paddock

Adjacent to the Mission X exhibition was the suite of mobile garages for the Porsche Paynter Dixon Carrera Cup Australia field.

More than 25 examples of the latest generation 375 kW Porsche 911 GT3 Cup racer fascinated visitors, who appreciated the opportunity to get so close to these state-of-the-art machines.

The open-paddock layout saw drivers and teams interacting with eager race fans. Requests for photos and insights into what it’s like to drive in Australia’s fastest one-make racing championship gave fans a unique opportunity.

The crowds were fascinated to watch the various team in action between the weekend’s three races as they prepared the field for some of the closest on-track action witnessed over the weekend.

Porsche GT4 e-Performance

On display across from the field of 911 Carrera Cup racers was a remarkable prototype Porsche racing car: the GT4 e-Performance.

With a maximum power output of more than 735 kW form its all-electric drivetrain, this advanced racer points to how Porsche envisages sustainable customer motor racing in the future.

The Porsche GT4 e-Performance uses a variety of sustainably sourced and developed materials, including its tyres, which use bio-based or recycled materials in 63 percent of their construction.

The GT4 e-Performance is based on the 718 Cayman GT4 but is 14 centimetres wider and uses around 6,000 unique parts designed from scratch.

This unique test car is in Australia as part of its multi-year world tour, gathering valuable data and insights at different circuits and events.

Porsche in Motion

The pop-up Porsche in Motion experiential road show attracted large crowds across the weekend.

The recently unveiled new Porsche Panamera headlined a vibrant collection of Porsche sports cars from the current model range.

The new Panamera was the first example to arrive in Australia. This is the third generation of the sporty luxury sedan and is characterised by a wider range of digital features, a fresh and expressive design and a broader spectrum between dynamic performance and driving comfort.

Also on show at Porsche in Motion were the 911 GTS Cabriolet, the Taycan 4S Cross Turismo and the 718 Caynan GTS 4.0. The 911 GT3 RS finished in spectacular Paint to Sample Rubystar was a stand-out for many sports car fans, who marvelled at its motorsport-derived details.

The two mobile units that comprise the Porsche in Motion mobile experiential display showcase the Porsche brand and sales experience.

Inside the brand module, visitors explored fascinating audio-visual experiences that covered topics such as Porsche's efforts in sustainability, Porsche e-Performance and the all-electric Taycan.

The sales experience module showcased an array of material samples from Porsche Exclusive Manufaktur, the enhanced personalisation program that allows buyers to uniquely configure their new Porsche. Examples of the colourful and soft Exclusive Manufaktur leathers were available to inspect along with vibrant paint colour samples, offering guests the chance to compose the Porsche of their dreams.

Visitors to the Porsche in Motion exhibition also discovered and explored Porsche Drive Rental, the brand's premium short-term car rental service.

Porsche Paynter Dixon Carrera Cup Australia: Round 1

Round 1 of the of the Porsche Paynter Dixon Carrera Cup Australia championship coincided with this year's Formula 1® Rolex Australian Grand Prix.

More than 25 entries delivered exciting on-track action during Thursday's Practice, Qualifying and Race 1 sessions. Race 2 was held on Friday and Race 3 Saturday.

Reigning champion Harri Jones, driving the Hastings/Deering PCMM entry, topped both Practice and Qualifying with lap times that edged close to breaking the 1:47 barrier. The 24-year-old won the first two races by comfortable margins but only managed fourth in the third and final race, which was won by Dale Wood in the Connected Spaces/EBM entry. Marcos Flack took second in the final race and Jackson Walls secured third.

Jones was the overall Round 1 winner of the Porsche Paynter Dixon Carrera Cup Australia championship.

The closely fought series now heads to New Zealand's Taupo circuit for the next round in April.

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