

Porsche announces Grand Marshals for Rennsport Reunion 7

28/03/2023 Two icons who have done so much to shape the story of Porsche in the U.S. – Alwin Springer and Patrick Long – will lead the largest Porsche fan gathering in the world at WeatherTech Raceway Laguna Seca in September

Icons of Porsche is not just the theme for Rennsport Reunion 7, but represents the talented people who have pushed the limits, taken risks and bravely driven Porsche to success over the past 75 years as a sports car marque. Porsche Cars North America (PCNA) is proud to announce that two icons whose passion and determination positively influenced the brand both on the track and the road have accepted the nomination as Rennsport Grand Marshal. Alwin Springer, a leader in U.S. Porsche racing as well as very first CEO of Porsche Motorsport North America will be joined by an 18-year veteran driver of the Porsche works team, Patrick Long.

Both Springer and Long will preside over Rennsport Reunion 7 – taking place September 28 to October 1, 2023 at WeatherTech Raceway Laguna Seca near Monterey, California. In its six previous editions, Rennsport has become not only a celebration of Porsche passions of the past but also offers a glimpse

into the future, hosting the global debut of new cars for the road and track.

Racing and the spirit of competition has been Alwin Springer's lifelong passion – and a dream come true. Alwin has been rooted in Porsche Motorsport for over 50 years – first as a technician, and ultimately as CEO of Porsche Motorsport North America from January 1990 to February 2004. Springer was instrumental in shaping the motorsport presence of Porsche in the United States into what it is today, and remains an intricate element of the marque to this day as a consultant.

This prestigious nomination clearly moved him: "I never dreamed one day I would be honored in this way," said Springer. "In my career, the goal has always been the next race. We focused everything on the next win. We didn't think about creating a legacy, but this is a result of that. I am not one for a show of emotion, but this has touched me."

Patrick Long, a three time IMSA Champion whose lengthy list of racing accomplishments also include GT wins in a Porsche 911 at the 24 Hours of Le Mans and Daytona as well as the 12 Hours of Sebring and the Petit Le Mans, is excited to be able to share the human stories defining the legends that have shaped Porsche motorsport legacy: "Porsche is special in that the history of our brand walks hand-in-hand with our motorsport history," said Long. "The icons of Porsche have influenced what has happened on track and on the street no matter what their titles might be. Alwin's influence can be seen on the track and on the roads today. That is what Rennsport is about and I am deeply honored to share this role with him. But we are only the figureheads. This is about the icons of the brand that we will have at Rennsport Reunion 7 this fall."

While the hundreds of the greatest Porsche race and road cars will be on display in the paddock and in competition on track, it is the people that make Rennsport Reunion a draw for enthusiasts and novices alike. With 75 years of Porsche history to draw from, icons of the Porsche world including legendary drivers, engineers, personalities and influencers will offer the personal insights of three-quarters of a century of automotive excellence impossible to find anywhere else.

For further details, updates and event highlights including special programming, news on Esports, fan zones, live stream opportunities, autograph sessions with drivers and a host of other off-track activities, fans can also visit the new, dedicated Rennsport website at PorscheRennsportReunion.com

Icons of Porsche: Rennsport Reunion 7 theme announced

Porsche Cars North America (PCNA) announced the theme for the upcoming Porsche Rennsport Reunion as "Icons of Porsche." A fitting tribute to the 75th anniversary of Porsche sports cars being celebrated this year, the four-day event being held at WeatherTech Raceway Laguna Seca near Monterey, California from September 28 to October 1, 2023 will enable fans of all ages to experience many of the most iconic cars, drivers and designers in the marque's history.

"Icons are at the heart of the Porsche experience, whether they are some of the most memorable cars

we have put on the track, the legendary drivers who pushed those cars to new limits or the biggest moments in our rich history of motorsports wins," said Kjell Gruner, President and CEO of PCNA. "What better way to celebrate our 75th anniversary this year than to bring them all together for one great weekend with Porsche fans and new friends. September can't come soon enough!"

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Ticket sales for Porsche Rennsport Reunion 7 have gone live as the countdown begins for the world's biggest Porsche gathering.

Rennsport Reunion 7 Ticket Information

Tickets are available for pre-event purchase through WeatherTech Raceway Laguna Seca.

When it was last held in 2018, Rennsport Reunion drew over 80,000 guests to the famous race course on the Monterey Peninsula.

Dates and location announced for Rennsport Reunion 7

The next Porsche Rennsport Reunion will be held at WeatherTech Raceway Laguna Seca near Monterey, California, from September 28 to October 1 in 2023. This will be the seventh running of the Rennsport Reunion and marks the fourth time that the iconic California race circuit is the stage for a celebration of the motorsports heart of Porsche. Further information on themes and ticket sales will be announced in due course.

During the four-day event, fans of all ages will not only get to experience exciting racing action with vintage and contemporary Porsche race cars on track, but also be able to see many rare Porsche vehicles, enjoy new vehicle reveals, Esports, fan zones, and take part in opportunities to meet and interact with drivers as they share their exciting racing experiences. Rennsport Reunion will also offer a host of other off-track activities.

"California and Porsche are a dream pairing, and the Monterey Peninsula is an ideal spot to bring the two together for an unforgettable weekend with so much happening both on and off the track," said Kjell Gruner, President and CEO of PCNA. "Rennsport Reunion is for everyone – we're creating an experience that's special, whether you're a long-time enthusiast or are new to Porsche and are learning about our cars for the first time. Rennsport Seven is going to be bigger and more exciting than ever and yet at its core it's the people that sets it apart – all are welcome, and I can't wait to share our plans in the coming months."

It's back

Porsche Cars North America (PCNA) has confirmed the next Porsche Rennsport Reunion will take place in 2023. For the seventh time, life on the edge will be celebrated - from the boldest and most exciting Porsche cars yet created to the people responsible for designing them, to the drivers who took the cars right to their limits. All will gather for an exhilarating event that promises to celebrate not only Porsche's past and present, but to capture a glimpse into the future, on both the track and on the road. The theme, dates and location of Rennsport 7 will be announced in due course.

Conceived by racing great Brian Redman and Porsche Cars North America's longstanding PR General Manager Bob Carlson in 2001, Rennsport was created to celebrate the racing heritage of Porsche. They envisioned an event at which drivers and enthusiasts could gather to celebrate racing and pay tribute to the people and cars that have helped build the Porsche legacy. Since its inaugural event at Lime Rock Park in Connecticut over 20 years ago, Rennsport has continuously grown in appeal, drawing in 80,000 fans over the course of the last event in 2018.

“We're all excited to be able to announce the return of the Rennsport Reunion, which is always a highlight of Porsche motorsports enthusiasm and heritage,” said Kjell Gruner, President and CEO of PCNA. “Rennsport Reunion has grown quickly over the years into a truly one-of-a-kind experience of sight, sound and emotions. For a few days, it feels like everyone thrilled by the brand is united in one place, on and off the track, as one Porsche family. We'll announce the date and location soon, but this much I can share already: Our ambition is to make Rennsport Reunion 7 the best one yet.”

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