

Porsche announces 2023 schedule and Deluxe title partnership for Carrera Cup North America

08/02/2023 Porsche Deluxe Carrera Cup North America spreads reach into top markets for third season

Porsche Motorsport North America is set to contest its most dynamic Porsche Carrera Cup North America season to date. The premier one-make race series in the United States and Canada will be renamed the Porsche Deluxe Carrera Cup North America while also expanding its stage in 2023. The Carrera Cup North America will join Formula 1 twice, NASCAR once and the IMSA/IndyCar doubleheader at Long Beach in the upcoming season. These marquee events come in addition to three of IMSA's most popular rounds. Highlighting the calendar will be the championship's appearance at the Porsche Rennsport Reunion VII in Monterey, California.

Entering its third season, Porsche and the International Motorsports Association (IMSA) signed a continuing alliance with North America's top road racing organizer to remain the official sanctioning

partner for Carrera Cup North America on this continent. Eight event weekends will host 16, 40-minute rounds of the all-Porsche 911 GT3 Cup race car championship starting at Sebring, Florida in March. All events will be streamed live to an international audience of Porsche and motorsport enthusiasts.

Top tier of Porsche Motorsport Pyramid North America schedule.

The year will open alongside one of the world's most prestigious endurance events, the Mobil 1 Twelve Hours of Sebring. As it has since the one-make championship's inaugural season in 2021, the year will take its first green flag at Sebring International Raceway. In 2023, the all-Porsche 911 GT3 Cup race car series will debut March 15 to 17 as part of "Super Sebring" alongside the IMSA WeatherTech SportsCar Championship and the FIA World Endurance Championship. The official pre-season test will take place at Sebring March 6 to 7. A month later, the three-class championship (Pro, Pro-Am and Am) will travel to the west coast for the first of two California rounds. Joining the IndyCar Series and IMSA WeatherTech Championship, Porsche Deluxe Carrera Cup North America will play a key support role at "America's Monaco," the Grand Prix of Long Beach, April 14 to 16.

The summer ushers in a string of firsts and landmark events. For the first time in its history, Carrera Cup North America will support the pinnacle of open wheel racing, Formula One. Much like the Mobil 1 Porsche Supercup does in Europe, the May 5 to 7 Formula 1 CRYPTO.COM Miami Grand Prix will present the Porsche 911 GT3 Cup car race as its top support series. The ultra-popular South Florida event will be the first of two races in the United States at which Carrera Cup North America will join F1. From Miami, the caravan will travel north to the Finger Lakes region of New York state to race as part of IMSA's Six Hours of The Glen weekend at Watkins Glen International, June 22 to 24.

Once the season midpoint is behind the Porsche-only series, the second-half of the year will open at a staple of U.S. road racing, Road America, "America's National Park of Speed". However, unlike previous years, the road car-based series will join the stock cars of NASCAR's Xfinity Series, July 28 to 30. From one of the great road courses to the greatest race track in the world, the Carrera Cup North America will compete for a third time at the Indianapolis Motor Speedway. In 2021 and 2022, the Porsche series raced as part of the marque's Sports Car Together Fest. For the new season, the series joins the IMSA WeatherTech SportsCar Championship's return to The Brickyard on September 15 to 17.

Rennsport is German for Race Sport. In 2023, Porsche will put on a full display of its commitment to motorsport by making the Porsche Deluxe Carrera Cup North America its headline racing event at Porsche Rennsport Reunion VII. The WeatherTech Raceway Laguna Seca event will be held September 29 to October 1.

The season will conclude at a new course to the top one-make series in North America. Marking its second appearance with F1 at the Formula 1 LENOVO United States Grand Prix, the Porsche Deluxe Carrera Cup North America will crown its three class and team champions at the Circuit of The Americas (COTA) October 10 to 22 in Austin, Texas.

Deluxe secures naming rights, grows footprint within the Porsche family

After being introduced as a premier partner and team sponsor at the start of the 2022 season, Deluxe Corporation will expand its connection with Porsche, securing naming rights to Porsche Carrera Cup North America in 2023. As naming rights partner for the series, Deluxe Corporation will have branding on every car. The now familiar logo will be prominent on the front and rear windshield banners, rear wing endplates and front bumpers. In addition to acquiring the naming rights of the series, now to be known as the Porsche Deluxe Carrera Cup North America, the Minneapolis-based company will also hold naming rights of the Porsche Deluxe Carrera Cup Drivers Lounge at the track and the annual Porsche Deluxe Carrera Cup Celebration of Champions to be presented at the season closing event at Austin, Texas. In addition, the Porsche 911 Turbo S that paces the field will be known as the Porsche Deluxe Carrera Cup Safety Car providing a further branding showcase for Deluxe throughout the season both on and off the track.

Providing Deluxe touch points across the entire Porsche network, it extends its relationship to include official partnership with Porsche Cars North America as well as the Porsche Experiences Centers in Atlanta and Los Angeles.

Where to Watch

All rounds of the 2023 Porsche Deluxe Carrera Cup North America will again be found on a wide range of streaming options. IMSA.tv, the NBC Peacock streaming app and PorscheCarreraCup.us will all provide live coverage of each 40-minute race. Once the checkered flag has fallen, all rounds will be archived on the series YouTube channel: Porsche Motorsport North America TV presented by Deluxe. The experts of IMSA Radio will again provide commentary and color for the 16-race championship's race calls.

Comments

Volker Holzmeyer, President and CEO, Porsche Motorsport North America.

“Porsche Carrera Cup debuted with a very high standard in North America in 2021. Each year since, we have continued to focus on taking the product to the next level. With the addition of F1 and NASCAR we perfectly complement the events we offer with our traditional partners IMSA and IndyCar. This brings us very close to the mix we feel provides the best stage for our drivers, teams and partners on which to display what they do so well. This is the mix we have been striving for.

"This is shown in the journey Deluxe is taking with us. Deluxe was introduced as a premier partner in 2022 and after one year have stepped up to take a crucial role within our motorsport program within

North America. Deluxe has proven to be an exceptional partner to our motorsport community through a range of bespoke products and services they have delivered to our sport, teams and partners. They have supported our entire business to ensure that the Porsche Deluxe Carrera Cup Championship continues to deliver the bespoke program to market. We are looking forward to continue to work with Deluxe in 2023 and have our best year yet."

Barry McCarthy, CEO, Deluxe Corporation

"Porsche and Deluxe are two of the most respected and trusted brands. Expanding our relationship to become the title sponsor of the Porsche Deluxe Carrera Cup is a natural next step of this relationship. Coupled with our broader business relationship, this sponsorship is mutually beneficial, driving value for all."

2023 Porsche Deluxe Carrera Cup Championship Schedule.

March 15 – 16	Sebring International Raceway	IMSA/WEC
April 14 – 16	Long Beach Street Course	IndyCar/IMSA
May 5 – 7	Miami International Autodrome	Formula 1®
June 22 – 25	Watkins Glen International	IMSA
July 27 – 29	Road America	NASCAR
September 15 – 17	Indianapolis Motor Speedway	IMSA
September 28 – October 1	WeatherTech Raceway Laguna Seca	Rennsport Reunion 7
October 20 – 22	Circuit of The Americas	Formula 1®

About Deluxe Corporation

Deluxe, a Trusted Payments and Data Company™, champions business so communities thrive. Our solutions help businesses pay, get paid, and grow. For more than 100 years, Deluxe customers have relied on our solutions and platforms at all stages of their lifecycle, from start-up to maturity. Our powerful scale supports millions of small businesses, thousands of vital financial institutions and hundreds of the world's largest consumer brands, while processing approximately $3 trillion in annual payment volume. Our reach, scale and distribution channels position Deluxe to be our customers' most trusted business partner. To learn how we can help your business, visit us at **www.deluxe.com**.

About Porsche Deluxe Carrera Cup North America

Porsche Carrera Cup North America by The Cayman Islands is the premier one-make race series in the United States andCanada utilizing a combination of the latest Porsche 911 GT3 Cup race car, type 992,

andMICHELIN® Pilot® Sport Cup N3 racing slick to challenge the best road and street race courses on the continent. As with all national Carrera Cups worldwide, the inaugural season of the championshipis scheduled to host 16-rounds. Each 45-minute race counts toward a season-long driver and team championship in each of three classes: Pro, Pro-Am and Pro-Am 991.

More on Porsche Deluxe Carrera Cup North America can be found at **www.PorscheCarreraCup.us.**

MEDIA ENQUIRIES



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