

ADAC SimRacing Expo: Porsche steps up as the title sponsor

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07/06/2018 Porsche is extending its partnership with the organisers of the ADAC SimRacing Expo: This year, the prestigious individual Esports competition will bear the name of the Zuffenhausen-based sports car manufacturer and will be known as the “Porsche SimRacing Trophy”.

Following a successful start in 2017, Porsche and the organisers at ADAC Mittelrhein e. V. have decided to continue the collaboration, giving Porsche an opportunity to deepen its involvement in the Esports business: The sports car manufacturer is the official title sponsor and patron of the renowned individual Esports competition at this year's ADAC SimRacing Expo. In sponsoring the Porsche SimRacing Trophy, Porsche is emphasising the importance of virtual motorsports within the company's philosophy.

“We are amazed by the passion for the Porsche brand within the SimRacing scene. By establishing the Porsche SimRacing Trophy as a professional Esports competition on an international level, we want to

offer an appropriate platform for sharing this passion", explains Dr. Kjell Gruner, Vice President Marketing at Porsche. "Moreover, SimRacers have high expectations in terms of precision, discipline and sporting competition, meaning they are the perfect ambassadors for the core values of our brand. Virtual motorsport represents an interactive, emotive brand experience and supports us in transporting the fascination for sports cars not only to motorsports fans but even beyond to reach the ever-growing Esports target group", Gruner continues.

The world's best SimRacers compete at the ADAC SimRacing Expo

Each year, some of the world's best SimRacers compete in the individual competition at the ADAC SimRacing Expo. A total of 40 virtual drivers have the chance to qualify for the final rounds of the Porsche SimRacing Trophy taking place on September 15 at the Nürburgring. The competitors race each other in 911 GT3 Cup racing cars on a digital version of the Nürburgring race track. The driver in first place will win a Porsche Experience training course in a Porsche 911 on a real race track.

The online qualification rounds will take place from June 16–23. During this period, the organisers will provide access to servers hosting the iRacing software entitled "Porsche SimRacing Trophy", giving all virtual racing drivers – professional or amateur – the opportunity to secure their place in the starting line-up.

Porsche to showcase 911 GT3 Cup simulators at its own stand

Porsche will also be exhibiting at the event. With the help of two simulators based on real 911 GT3 Cup vehicles, visitors can experience how a motorsports vehicle behaves on the race track in safe conditions and with guidance from certified instructors. The simulators are normally used as preparation for real driver training.

All information about the conditions for participating in the Porsche SimRacing Trophy, the mandatory entry fee plus all deadlines and procedures can be found at www.simracingexpo.de/racing.

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart