

“Porsche Racing Experience” paves the way into motorsport

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16/06/2017 The extensive program will offer Porsche customers a thorough and professional entry into motorsports.

Porsche has offered its customers race track training as part of the “Porsche Driving Experience” for many years. Now the sportscar manufacturer will expand its activities significantly: From this Autumn, the new “Porsche Racing Experience” announced today will close the gap between the established “Porsche Sport Driving School” and motorsports. The extensive program will offer Porsche customers a thorough and professional entry into motorsports.

“We have set ourselves the goal to take care of our customers from their first Porsche Experience Center visit via the Porsche Sport Driving School through to our motorsports activities with the highest possible quality. Everything that is going to be part of the new “Porsche Racing Experience” is unique

and typically Porsche", Detlev von Platen explained, Member of the Executive Board, Sales and Marketing.

A specific search for and support of motorsport talents has long been a tradition at Porsche known as the Junior-program. As a result, world champions and Le Mans winners were established. Timo Bernhard, Marc Lieb, Nick Tandy and Earl Bamber all benefited from the program. The extensive experience gained from the Junior-program and the Porsche Driving Experience, Porsche has now developed a customer friendly initiative that consists of three progressive levels. In level 1, customers will be prepared for their first race season in a five-day long "boot camp" step-by-step. Successful participants move on to level 2, a first full season in racing, like the Porsche Sports Cup or Porsche GT3 Cup Challenge – professionally supported by Porsche. Level 3 features individual career planning and consultancy as well as in depth coaching with a close relation to the motorsport-goals of the customer. In the process, the customer gets access to all national and international Porsche racing series. For example, the Porsche Carrera Cup and the Porsche Mobil1 Supercup.

Porsche Racing Experience customers will benefit from ultra-experienced Manthey-Racing GmbH who will undertake the program on behalf of Porsche. For the supervision within and around the race car, DMSB and Porsche certified instructors will be in charge. Like in the Porsche Junior Program, coach Sascha Maassen will advise and assist the participants of the Porsche Racing Experience.

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