

Porsche Deutschland and SIXT announce partnership

25/03/2024 The Porsche Carrera Cup Deutschland welcomes a new team member: SIXT is now the title partner of the Porsche one-make cup. Sixt SE, based in Pullach near Munich in Germany, is one of the leading international providers of high-quality mobility services. The Porsche Carrera Cup Deutschland will offer SIXT a strong public platform in the future: From the 2024 season onwards, the racing series will be renamed the “Porsche SIXT Carrera Cup Deutschland”.

“SIXT stands for an active culture of innovation backed by strong technological expertise. This makes the company a very good fit for the Porsche Carrera Cup Deutschland,” says Alexander Pollich, Managing Director of Porsche Deutschland GmbH. “The 2024 racing season includes a rich line-up of exciting international racetracks with races in Imola, Italy, and Budapest. We’re looking forward to starting the season together with our new partner SIXT.”

As the official title partner of the racing series (consisting of 16 races in five countries), SIXT will be offered attractive opportunities to position its own brand even more prominently internationally. For example, the SIXT logo will be visible on the Cup cars and on other advertising spaces in the immediate

vicinity of the respective racetracks.

To coincide with the season opener of the renowned racing series on the weekend of 19 to 21 April 2024, SIXT customers will also be able to rent Porsche vehicles at SIXT branches in Berlin, Düsseldorf, Frankfurt, Hamburg, Cologne and Munich from April. In addition to the 911, Panamera and Cayenne models, the Porsche Taycan and the Macan (also available as an electric model from the second half of 2024) will be part of the Porsche fleet at SIXT in Germany.

Vinzenz Pflanz, Chief Business Officer (CBO) of Sixt SE: "SIXT at Porsche, Porsche at SIXT - the partnership creates synergies that benefit our customers. With the new Porsche vehicles in our premium fleet, we not only want to excite our local customers, but also international tourists visiting Germany. On top, we are expanding our portfolio of German premium and luxury brands and underscoring our customer promise: SIXT offers a premium rental car experience in every single aspect."

Porsche SIXT Carrera Cup Deutschland 2024: 16 races in five countries

Founded in 1990, the Porsche Carrera Cup Deutschland has the longest history of any of the sports car manufacturer's current one-make cups. In the 2024 season, two ca. 30-minute races are on the programme over eight weekends. The main partner is once again the DTM with six races in Germany, Austria and the Netherlands. Additional international flair will be provided through appearances in the FIA World Endurance Championship in Imola, Italy, and on the Formula 1 circuit in the Hungarian capital of Budapest in the International GT Open Championship.

The grid consists of up to 32 technically identical Porsche 911 GT3 Cup cars, all built in-house at Porsche Motorsport. The racing car, which is based on the current 992 generation nine-eleven, sports a six-cylinder boxer engine with a displacement of around four litres. The maximum output of 375 kW (510 PS) is delivered to the rear wheels. Paddle shifters on the steering wheel control the robust six-speed gearbox. Electronic driving aids such as traction control and ABS are not permitted in the Porsche SIXT Carrera Cup Deutschland. To level the playing field even further, all racing cars are mounted with Michelin control tyres.

The series offers classifications for drivers, teams, Rookies and ProAm. Furthermore, the Porsche SIXT Carrera Cup Deutschland supports up to eight young drivers in the Talent Pool. In addition to coaching from an experienced professional driver during the race weekends, this initiative also includes further training outside the cockpit, for example in the areas of fitness and media training.

2024 Porsche SIXT Carrera Cup Deutschland calendar

19 – 21 April: Imola (I), FIA World Endurance Championship WEC

26 – 28 April: Oschersleben (D), DTM
7 – 9 June: Zandvoort (NL), DTM
21 – 23 June: Budapest (HU), International GT Open Championship
16 – 18 August: Nürburgring (D), DTM
6 – 8 September: Sachsenring (D), DTM
27 – 29 September: Red Bull Ring, Spielberg (A), DTM
18 – 20 October: Hockenheimring (D), DTM

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (WLTP)*: Electrical consumption combined: 20.0 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Carrera (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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Subline: Vinzenz Pflanz, Chief Business Officer (CBO) Sixt SE (left), and Alexander Pollich, CEO of Porsche Deutschland GmbH, at the contract signing at Porsche Brand Store Stuttgart

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