



TAG Heuer joins Porsche Esports Supercup as title sponsor

24/03/2020 With TAG Heuer as new title sponsor, Porsche is further enhancing its virtual racing series. As part of the new sponsorship, the championship is now renamed to "Porsche TAG Heuer Esports Supercup" and the series prize pool will increase to US\$200,000 for the upcoming season.

The single-make Esports racing championship was initiated by the sportscar manufacturer and iRacing, the leading provider of realistic online racing simulations in 2019. Porsche is already cooperating with TAG Heuer in Formula E.

"Porsche stands for exceptional experiences. Esports racing offers such an emotional Porsche experience to many fans of our brand and the 'Porsche TAG Heuer Esports Supercup' is our most important virtual racing series," says Kjell Gruner, Vice President Marketing at Porsche AG. "After a very successful premiere in 2019, we are now about to start the second season with a strong partner at our side. Porsche and TAG Heuer are already a great team in Formula E. Now TAG Heuer, as a brand with heritage, is helping to further establish the most aspirational competition in Esports racing."

“After joining forces in the TAG Heuer Porsche Formula E Team this season we are excited to now extend our successful collaboration further into the Esports world,” explains Stéphane Bianchi, CEO of the LVMH Watchmaking Division and CEO of TAG Heuer. “Both our brands are masters of challenges, innovation and precision. As an avantgarde watchmaker with historic ties to the track, Esports is a fantastic new platform for us to showcase our values and support another dynamic and passionate community in the world of motor racing, where competitiveness comes alive in the digital age. We are looking forward to providing an unmatched Esports experience together with Porsche and iRacing and seeing the world’s elite road simracers push their limits,” says Bianchi.

“The real-world racing histories of both Porsche and TAG Heuer are unparalleled, and we’re delighted to have their support for the premier single-make Esports racing championship in the world,” explains iRacing.com Motorsport Simulations executive producer Steve Myers.

In the last year, the Australian Josh Rogers won the championship in an exciting final against the German Maximilian Benecke. The United Kingdom’s Sebastian Job, and the United States’ Mitchell deJong reached third and fourth place. The four top-drivers of the last season will return to the series this year, alongside 36 new and returning drivers.

The 2020 “Porsche TAG Heuer Esports Supercup” schedule will feature the introduction of multiple tracks to the championship, kicking off with a pre-season test at Circuit de Barcelona-Catalunya on 28 March, which made its iRacing debut in fall 2019.

Schedule of the Porsche TAG Heuer Esports Supercup 2020

Event	Date	Racetrack
Pre-Season Test*	27 – 28 March 2020	Circuit de Barcelona-Catalunya
Round 1	2 May 2020	Circuit Park Zandvoort
Round 2	9 May 2020	Circuit de Barcelona-Catalunya
Round 3	23 May 2020	Donington Park Circuit
Round 4	18 July 2020	Silverstone Circuit
Round 5	1 August 2020	Road Atlanta

Event	Date	Racetrack
Round 6	15 August 2020	Brands Hatch Circuit
Round 7	29 August 2020	Circuit de Spa-Francorchamps
Round 8	5 September 2020	Nurburgring Nordschleife – 24h Total Distance*
Round 9	26 September 2020	Circuit de la Sarthe*
Round 10	10 October 2020	Autodromo Nazionale Monza

*Lap-based Event

Info

Further information can be found on the Porsche Motorsports Hub.

MEDIA ENQUIRIES



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Image Sublines

Path: TAG Heuer joins Porsche Esports Supercup as title sponsor/Images/img_1.jpg
 Title: Porsche Esports Supercup, 2020, Porsche AG
 Subline: The single-make Esports racing championship was initiated by Porsche and iRacing in 2019.

Path: TAG Heuer joins Porsche Esports Supercup as title sponsor/Images/img_2.jpg
 Title: Porsche TAG Heuer Esports Supercup, 2020, Porsche AG
 Subline: With TAG Heuer as new title sponsor, Porsche is further enhancing its virtual racing series.

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Title: Porsche Esports Supercup, 2020, Porsche AG

Subline: Overall, 40 new and returning drivers will participate in the championship.

Path: TAG Heuer joins Porsche Esports Supercup as title sponsor/Images/img_4.jpg

Title: Porsche Esports Supercup, 2020, Porsche AG

Subline: The "Porsche TAG Heuer Esports Supercup" is Porsche's most important virtual racing series.

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