

Porsche focuses on Formula E and North American IMSA

07/10/2025 As part of its comprehensive realignment, Porsche AG will in future focus on two factory projects in motorsport. Porsche Motorsport will concentrate on competing with the Porsche 99X Electric in the ABB FIA Formula E World Championship and with the Porsche 963 in the North American IMSA WeatherTech SportsCar Championship.

In Formula E, Porsche is gaining valuable insights for its electric production sports cars. “In this competitive environment, we will continue to drive forward the development of high-performance vehicles,” says Dr Michael Steiner, Member of the Executive Board for Development at Porsche AG. The fourth generation of Formula E cars will be introduced for season 13 (2026/27) and will bring further development freedom. This will enable Porsche to achieve an even steeper learning curve for its all-electric production vehicles. With its involvement in the IMSA WeatherTech SportsCar Championship, which features the 24 Hours of Daytona as its highlight race, Porsche is underlining the importance of the North American market and endurance racing for the brand. In addition to the two factory commitments in Formula E and IMSA, customer racing remains an important pillar of Porsche's motorsport strategy.

Porsche Penske Motorsport will end its involvement in the FIA World Endurance Championship (WEC) at the end of the current season. Dr Michael Steiner: “We very much regret that, due to the current circumstances, we will not be continuing our involvement in the WEC after this season.”

Motorsport has always been of major importance for Porsche and is an essential part of the brand. “We use motorsport as a development platform for future technology and to illustrate the potential of our sports cars,” says Thomas Laudenbach, Vice President Porsche Motorsport. “With the Porsche 963 in the North American IMSA series and the Porsche 99X Electric in the Formula E World Championship, we want to continue to fight for overall victories in the future. That is our tradition and our focus.”

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