



## Porsche Mobil 1™ Female Driver Program expands its reach in 2026

08/04/2026 Program enters its fourth year as several drivers make significant career advancements

**ATLANTA.** Porsche Motorsport North America continues to broaden the scope of its Porsche Mobil 1™ Female Driver Program in 2026, expanding beyond traditional Porsche one-make racing championships.

The evolution comes as Porsche and the Mobil 1™ brand approach a major milestone, with 2026 marking 30 years of global motorsport partnership between the two brands.

Originally centered around Porsche's one-make ladder, the program has evolved into a wider development platform this season, with drivers now competing in series including Porsche Carrera Cup North America, Porsche Sprint Challenge North America by Yokohama, GT World Challenge America by AWS, Pirelli GT4 America, and IMSA Michelin Pilot Challenge.

The 2026 roster reflects that expansion, featuring a diverse group of drivers across the sports car

racing landscape:

- Sabré Cook – Porsche Carrera Cup North America
- Anna Cecchi – Porsche Sprint Challenge North America by Yokohama
- Therese Lahlouh – GT World Challenge America
- Madeline Stewart – IMSA Michelin Pilot Challenge
- Loni Unser – Pirelli GT4 America
- Ashley Freiberg – Pirelli GT4 America
- Erika Hoffmann – Pirelli GT4 America

## Driver portraits

By extending its reach into open competition sports car racing, the initiative now more closely aligns with Porsche Motorsport's broader driver development pyramid, offering participants experience beyond sprint-format one-make competition.

Sabré Cook, the inaugural member of the program, emphasized the impact of that continued support.

✘ "There are very few programs in motorsport that combine opportunity with real development in the way this one does," Cook said.

✘ "When I joined Carrera Cup in 2023, the support from Porsche Motorsport North America and Mobil 1 was absolutely instrumental in making that step possible and in helping me be prepared for it.

✘ "It's not just about getting on the grid; it's about having the structure, resources, and guidance to actually grow once you're there.

✘ "To now see the program expand in 2026 across multiple championships shows a real commitment to building something sustainable for women in the sport."

Therese Lahlouh highlighted the structured pathway the program provides.

"I think there are very few manufacturers who are truly putting action behind intention," Lahlouh said. "Porsche and Mobil 1 have created a structured system that not only identifies talent but also nurtures it.

✘ "For someone like me, with limited experience in motorsport, exposure to a program like this and the development opportunities it provides have really accelerated my career in exactly the way I needed and helped me maximize my potential. It's not just true for me, but for all the women in the program.

✘ "I went from grassroots racing to Porsche Sprint Challenge North America by Yokohama just three years ago, and now I'm the only woman in the world competing full-time in a Porsche 911 GT3 R. That's

a testament to how well programs like this work and the importance of identifying the right people who can truly use the opportunity to launch themselves toward their dreams.”

Madeline Stewart, now competing in IMSA Michelin Pilot Challenge in a Porsche 718 Cayman GT4 RS Clubsport, pointed to the program’s role in her progression.

“Having the support from Porsche Motorsport North America, along with Mobil 1 and being a part of the Mobil 1 Female Driver Program, has really been crucial to my performance and my opportunities here in North America,” Stewart said.

✘Without their support, I wouldn’t have been on the grid in Carrera Cup, so I’m really grateful to be a part of the program.

✘I’ve also had the opportunity through that program to learn so much about being a good racing driver – being well-rounded inside the race car and outside of it. That’s been crucial to my development and really put me in this position.”

## On the track

The program continues to emphasize not only on-track performance, but also professional development away from the cockpit, including media training, fitness, and technical education.

The long-standing relationship between Porsche and the Mobil 1™ brand adds further weight to the program’s continued growth. Since the mid-1990s, the partnership has played a key role in Porsche’s global motorsport success, and the 2026 season will mark 30 years of collaboration across endurance racing, one-make championships, and customer racing programs worldwide.

✘Programs like the Porsche Mobil✘1 Female Driver Program prove that meaningful progress happens when opportunity is paired with long-term development,” says Kelli H. Wright, Director of Lubricants Global Markets for Mobil✘1.

✘As an advocate for advancing women in this industry, I’m proud to see the real impact of the program and to help expand this initiative across multiple racing platforms, building sustainable pathways for women in motorsport.”

According to Porsche Motorsport North America President and CEO Volker Holzmeyer, Porsche one✘make racing remains the foundation of the brand’s driver development pathway.

“Porsche one✘make racing is where drivers learn what it means to compete the Porsche way,” Holzmeyer said. “It provides an exceptional platform for developing racecraft, professionalism, and technical understanding, and it continues to be a cornerstone of our Motorsport ecosystem.”

Holzmeyer emphasized that as drivers build on that foundation and progress into broader GT racing environments, Porsche’s commitment remains unchanged.

“As drivers graduate from Porsche one-make competition and expand into multi-brand GT racing, our support continues,” he said. “We’re proud to follow their journeys as they take the next steps in their careers, carrying the values and experience gained in our one-make championships into some of the most competitive series in North America – still racing Porsche.”

“Our role is to provide continuity and confidence as these drivers grow, whether they are competing in Carrera Cup, GT World Challenge powered by AWS, Pirelli GT4 America, or the IMSA Michelin Pilot Challenge. Porsche one-make racing prepares them for that challenge, and we’re proud to stand behind them as they progress.”

“Mobil 1 is a critical partner in that journey, helping ensure our drivers are supported as they advance within the Porsche Motorsport Pyramid.”

With representation across multiple series and race formats – and with a historic milestone arriving in the Porsche and Mobil 1 partnership – the 2026 program marks a clear shift toward a more integrated and comprehensive approach, positioning its drivers for long-term success at the highest levels of sports car racing.

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**Image Sublines**

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