

PORSCHE

# **Carrera Cup Great Britain 2018**

**PORSCHE**

**CARRERA CUP  
GREAT BRITAIN**

**With the FIA Formula E Championship confirmed for 2019, an enhanced GT programme and other motorsport-related activities being evaluated, the future of Porsche Motorsport has never looked more exciting.**

Changes made to the Porsche Carrera Cup Great Britain 2018 championship are just as thrilling. The combination of an all-new 911 GT3 Cup, a new race format and a new points structure promises even more challenging racing for the drivers and teams and even more spectacle for the fans.

The recent increased rewards and benefits remain in place meaning Porsche Carrera Cup GB still offers unprecedented prize money in addition to extensive support and huge exposure.

We are already looking forward to the exhilaration of Porsche Carrera Cup GB 2018 and hope you will join us for what promises to be the most action-packed championship yet.

We wish you every success for 2018.



Ragnar Schulte  
General Manager, Marketing  
Porsche Cars Great Britain

All information and offers within this document are provisional and subject to MSA approval, and subject to contract and may be withdrawn by Porsche at any time.





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## Why Porsche?

**With over 60 years of racing history and more than 32,000 victories to date, Porsche is the biggest manufacturer in the world to specialise in high performance cars and the most successful marque in motorsport. We are incredibly passionate about this and uphold an entire philosophy underpinning Porsche Motorsport: Spirit. Principle. Vision.**

Our rich heritage and pioneering technologies were pivotal in this year's third consecutive victory at Le Mans with the 919 Hybrid. This incredible achievement provides the perfect moment to turn our attention to a new challenge, in the shape of the fast-growing, increasingly popular Formula E, plus we increase our GT programme with the 911 RSR and 911 GT3 R.

As a Porsche Carrera Cup GB driver you are instantly climbing the racing ladder. Porsche Carrera Cup GB provides the ideal stepping stone to becoming a potential Porsche Factory Driver of the future, with the opportunities to race in numerous GT championships and from 2019, the FIA Formula E Championship.

Two GT3 Cup Trophies, ten GT3 Cup Challenges and eight Porsche Carrera Cups operate worldwide, culminating with the internationally contested Porsche Mobil 1 Supercup which tours selected rounds of the Formula 1® championship. The Porsche one-make cup is one of the most successful international racing programmes and Porsche Carrera Cup GB is the perfect way to further your racing career.

Through its direct involvement in British motorsport, Porsche Cars Great Britain (PCGB) has raised customer awareness and interest in Porsche Motorsport in the UK to unprecedented levels and no other manufacturer makes such a substantial ongoing commitment to the sport.



## Porsche and motorsport: the two are inseparable

### The Porsche Motorsport Pyramid

With more opportunities than ever before, the Porsche Motorsport Pyramid provides the perfect pathway for young drivers to climb the racing ladder, through the Carrera Cups and Porsche Mobil 1 Supercup, all the way to World Championship GT racing, the exciting confirmed future of Porsche Motorsport: Formula E (from 2019) and beyond.

Two drivers who have recently raced their way to the top of the pyramid are Nick Tandy and Earl Bamber. From his first appearance in Porsche Carrera Cup Asia in 2013, Bamber quickly progressed to the Porsche Mobil 1 Supercup in 2014 as a Porsche Junior and signed as a Porsche works driver for 2015. That year, he joined fellow Carrera Cup and Supercup graduate Nick Tandy and Formula 1® driver Nico Hulkenberg to take the first win of three in the 24 Hours of Le Mans for the 919 Hybrid. In 2017, Bamber was once again part of the winning team, helping claim a record 19th outright win – and third in a row – at the 24 Hours of Le Mans for Porsche.

“ For me, Porsche has been massively important. Starting in the Carrera Cups and following the Porsche Motorsport Pyramid, up through Porsche Mobil 1 Supercup, and the GTs, and then onto LMP1, taking overall victory for Porsche – the guys who backed me from the very beginning. ”

Earl Bamber





“ Porsche Carrera Cup GB prepared me for top-level international competition. The environment and competing against so many talented drivers who are all in the same car as you pushes you on and makes you better. Winning the Carrera Cup race at Le Mans in 2014 was a big step towards reaching the 24 hours in 2017. ”

Ben Barker

## Porsche Carrera Cup GB

**Entering its sixteenth year in 2018, Porsche Carrera Cup GB is at the very pinnacle of British motor racing and a firm fixture in every motorsport enthusiast's diary. Identical cars put driver skill in the spotlight and a combination of close, thrilling racing and first-class facilities for teams and drivers is a big draw.**

The championship has proved itself as a springboard for drivers seeking different careers and accomplishments within the motorsport arena.

Nick Tandy, the first British driver to win Le Mans in a Porsche since Allan McNish in 1998, made his Porsche Carrera Cup GB debut in 2008. After winning Porsche Carrera Cup Deutschland in 2011 and the prestigious Porsche Cup award in 2012 as the best private Porsche driver worldwide in a 911, he became a works driver and progressed through the Porsche racing series. His impressive achievements earned him a seat in the third entry for the 24 Hours of Le Mans in 2015 where he went on to win the toughest motor race in the world.

“ The biggest thing I learnt in Carrera Cup was to become a winner and ultimately a champion driver. When you compete against so many top level drivers in identical cars it forces all of you to raise your level, otherwise you don't win! So many world-class drivers have developed that skill in the Carrera Cup. ”

Nick Tandy

Many drivers seeking a career as a professional sports and GT racer have used the Carrera Cup as a launch pad. Former Porsche Carrera Cup GB champions Richard Westbrook, Michael Meadows and Damien Faulkner have built careers as professional racers and 2012 Carrera Cup GB runner-up Ben Barker raced a Porsche 911 RSR in the 24 Hours of Le Mans in 2016 and 2017.

Drivers have also progressed from Porsche Carrera Cup GB into the British Touring Car Championship (BTCC), including race winner Sam Tordoff, as well as Ollie Jackson, Tony Gilham, Glynn Geddie, Liam Griffin and Daniel Lloyd.

In 2017, an unprecedented number of current and recent Porsche Carrera Cup GB drivers participated in the Porsche Mobil 1 Supercup including Josh Webster (the 2015/16 Porsche GB Junior), Dan Cammish, Tom Sharp, Paul Rees, Ryan Cullen, Sean Hudspeth and Mark Radcliffe. This highlights the calibre of drivers that the Porsche Carrera Cup GB championship continues to attract and to support.

For 2018 the championship will be more challenging than ever before with the introduction of a new and even more powerful 911 GT3 Cup plus changes to the race format and points structure. We continue to invest heavily in both drivers and teams and the following pages provide the highlights for what promises to be the most exhilarating championship yet.



# 2018 highlights





## The new fastest one-make car in the UK

### Introducing the all-new 911 GT3 Cup for Porsche Carrera Cup GB 2018.

The new car is faster, more durable, more efficient and even safer than the previous model. It is quite simply a pre-bred race car and a precision instrument for the race track – the next step in our vision to creating the perfect race car.

With over 3,500 sold, the 911 GT3 Cup is already the number one sports racing car among motorsports teams and drivers. It competes in prestigious racing events around the world including GT racing series and endurance races.

Porsche Carrera Cup GB 2018 will provide the perfect platform for demonstrating the new car's enhanced capabilities and outstanding performance alongside individual driver skill and nerve.

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" The car felt more refined and great to drive. Very user-friendly with excellent power and torque from the engine. I felt comfortable driving the car within a couple of laps. A great step forward. "

Justin Sherwood, Pro-AM

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" With more torque and horsepower the new car gives you even more of a buzz driving wheel-to-wheel in one of the most competitive championships in Britain. "

Charlie Eastwood, 2017 Champion







## The new 911 GT3 Cup

**The improved 911 GT3 Cup design includes new front and rear aprons, four-point LED headlights and tail lights with a contemporary flair. These striking changes are not just aesthetic, they unite more than ever before the character of the Porsche 911 sports car icon and innovative new technologies.**

Developed from scratch, the new engine offers even greater power output than the previous model. The four-litre six-cylinder boxer engine delivers up to 357 kW (485 hp) at 7,500 rpm and 480 Nm at 6,500 rpm. Drive force is transmitted to the rear axle by a racing clutch and a Porsche six-speed sequential dog-type transmission. These increases in performance and torque cement the new 911 GT3 Cup as the fastest one-make car in the UK and promises an even more adrenalin-fuelled championship for 2018.

In addition, a key benefit of this new drive system is that the engine and gearbox run times have been doubled before they require their first rebuild (engine from 50 to 100 hours and gearbox from 30 to 60 hours) thereby significantly reducing operating costs.

Other design improvements include the new front and rear aprons which optimise the airflow and FIA rain lights have been integrated for the first time.

Safety has also been dramatically improved in the new car. An enlarged roof hatch means easier access to the driver and the aluminium and steel hybrid bodyshell satisfies all safety requirements.



## New race format for the Pro category

To intensify the competition, for 2018 we have made significant changes to the race format for the Pro category by introducing a reverse grid for Race 2 of each championship weekend.

### Race 1

As before, each driver's fastest qualifying time will determine their place on the starting grid.

### Race 2

This changes from previous seasons as the finishing order of the first race will determine the starting grid for the second race of each weekend. This new format works as follows:

- After Race 1 a number between four and six will be selected at random
- This number designates whether the first four, five or six drivers over the line of the first race will have their grid positions reversed for the second race. So, if the number drawn at random is four, the winner of Race 1 would start in fourth place, the driver that came second would start in third place, the driver that came third would start in second place and the driver that came fourth would be elevated to pole position
- All other competitors will be allocated their starting position according to their finishing order in Race 1

Both Race 1 and Race 2 will now have standing starts.



## New points structure

A new points allocation system, consistent across all categories, will be introduced for the 2018 championship to simplify the scoring.

### Qualifying

Drivers that set the fastest lap time within their category during qualifying at each race weekend will be awarded two championship points.

### Races

Pro (Race 2), Pro-AM and AM points allocation:

Finishing position	Points
1st	10 points
2nd	8 points
3rd	6 points
4th	5 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point

Pro (Race 1) points will be weighted as follows:

Finishing position	Points
1st	12 points
2nd	10 points
3rd	8 points
4th	6 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point





## World-class 2018 race calendar

**We are delighted to announce that next year, for the first time, Porsche Carrera Cup GB will visit Monza, Italy, in support of the European Le Mans Series (ELMS). This continues our tradition of providing a varied calendar for our drivers, teams and sponsors.**

The 2018 season will start at the BTCC season opener at the Brands Hatch (Indy) circuit.

In May we will join ELMS at the iconic Autodromo Nazionale Monza circuit in Italy. One of the most historic circuits in Europe, it has seen some of the finest races of all time.

As in previous years, Porsche Carrera Cup GB is an important support race to the BTCC and in 2018 we will be racing at a number of BTCC rounds including Donington, Snetterton and Brands Hatch (Grand Prix circuit). Each circuit will present drivers with different challenges to test nerves and skills to the limit.

New for 2018, we will host five exclusive, Porsche-supported test days at Silverstone (National), Donington, Snetterton and Knockhill. The cost of these days is included in the entry fee.

Media Day	Silverstone (National)	12/03/2018*
Porsche Supported Test 1	Donington	13/03/2018*
Porsche Supported Test 2	Snetterton	25/07/2018*
Porsche Supported Test 3	Knockhill	22/08/2018*
Porsche Supported Test 4	Silverstone (National)	11/09/2018*

The geographic spread of the 2018 championship ensures our growing fan base can experience the action close to their homes and provides an opportunity for drivers, teams and partners to engage with different audiences in the UK and in Italy.

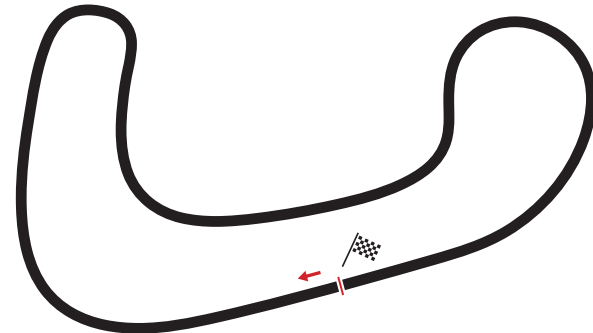
\*Dates are provisional and may be subject to change.



**Eight championship weekends**

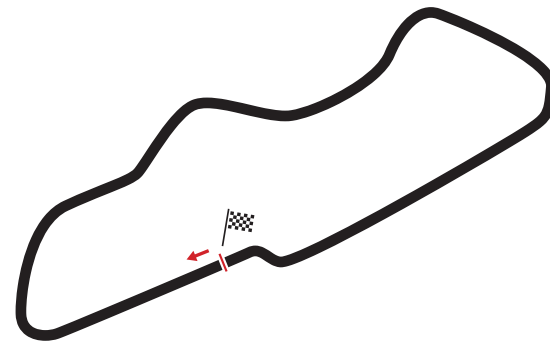
**Rounds 1 and 2  
Brands Hatch (Indy circuit)**

6–8 April 2018



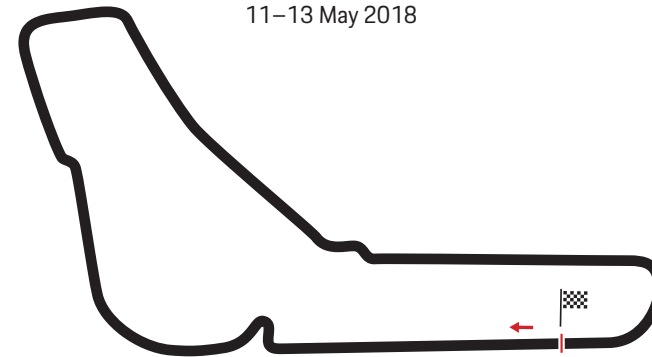
**Rounds 3 and 4  
Donington Park (National circuit)**

26–29 April 2018



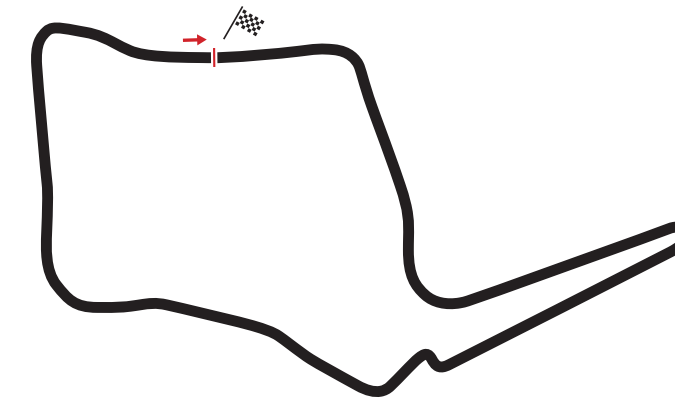
**Rounds 5 and 6  
Monza, Italy**

11–13 May 2018



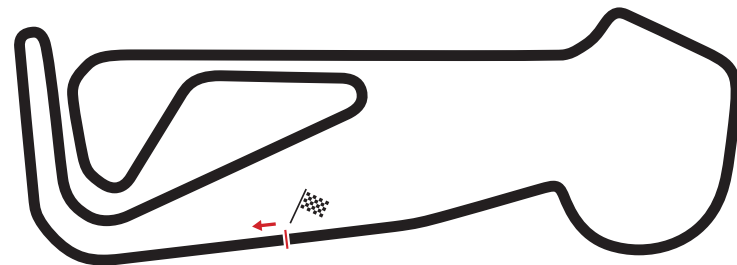
**Rounds 7 and 8  
Oulton Park (Island circuit)**

8–10 June 2018



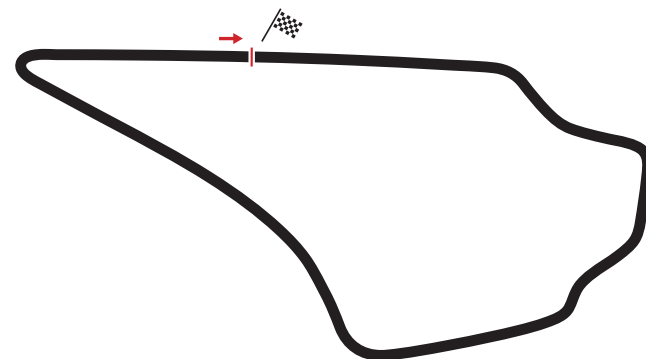
**Rounds 9 and 10  
Snetterton (300 circuit)**

27–29 July 2018



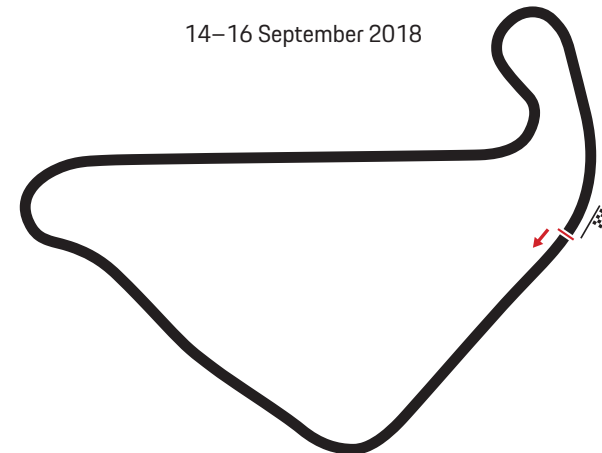
**Rounds 11 and 12  
Knockhill**

24–26 August 2018



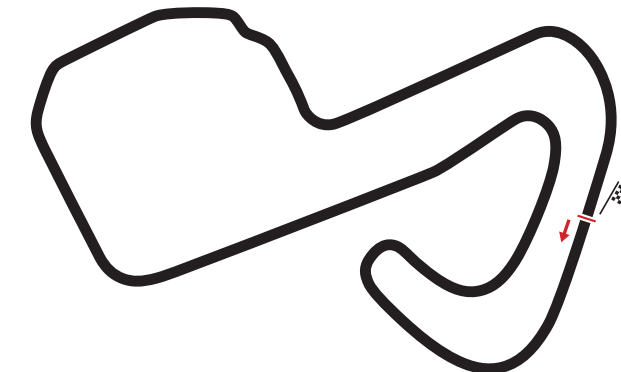
**Rounds 13 and 14  
Silverstone (National circuit)**

14–16 September 2018



**Rounds 15 and 16  
Brands Hatch (Grand Prix circuit)**

28–30 September 2018



This race calendar is correct at time of print but is subject to change.



## Rookie Championship

**As young single-seater or sports car drivers find the passage to a professional racing career ever more financially challenging, Porsche is extending a huge helping hand through the Rookie Championship.**

Drivers of any age entering Porsche Carrera Cup GB for the first time\* will automatically be entered into the Rookie Championship to compete for exceptional prize money. Drivers must register and participate in all races during the 2018 season to be eligible for the Rookie Championship and end of season prize money.†

With a prize fund of £60,000, and £35,000 awarded to our top 2018 Rookie, we're ensuring UK racing talent has a chance to shine and isn't held back because of financial barriers.

The Rookie Championship will operate its own separate points table within the championship but Rookies will also compete within one of the championship categories: Professional, Professional Amateur or Amateur, thereby gaining the opportunity to win even more prize money from these respective classes.

At the end of the season, substantial cash prizes are available dependent on the drivers' finishing positions in the championship:

1st	£35,000
2nd	£15,000
3rd	£10,000

This opportunity only comes around once in a lifetime and the top Rookie in 2018 could be on their way to becoming a Porsche factory driver of tomorrow.

**Win £35,000**

\*Drivers are permitted to have raced in a maximum of one Porsche Carrera Cup GB race weekend (two rounds) to be eligible for the Rookie Championship.

†At Porsche's discretion, if a Rookie is unable to compete in one or more races due to circumstances outside their reasonable control, they would still be eligible to receive prize money. Based on a driver's racing CV, Porsche reserves the right to permit entry into the Rookie Championship.



" I competed to a very high level in single-seaters, but Porsche Carrera Cup GB was my introduction to sports cars. The standard is exceptionally high and, while the package has been equally appealing to sponsors, the financial support offered by the Rookie Championship made the transition a natural move. "

Tio Ellinas





## Porsche Carrera Cup GB Junior 2018/2019

**Running since 2008, the hugely successful PCCGB Junior programme strives to find the best young racing talent and develop them so they fulfil their racing potential.**

Candidates are put through their paces on and off the track at the Porsche Experience Centre at Silverstone. Not only does the Porsche Carrera Cup GB Junior have to be an outstanding racing driver, they must show that their media and fitness skills can be developed to ensure they can be the perfect ambassador for Porsche.

In addition to the normal racing calendar, the Porsche Carrera Cup GB Junior attends high profile events such as the Goodwood Festival of Speed and other networking events that aid future exposure.

The chosen Porsche Carrera Cup GB Junior benefits from an increased contribution of £85,000 per annum towards their racing budget, support from Porsche Motorsport Engineers, specialist media training and a full fitness programme with the Porsche Human Performance team.

In addition, the highest-ranked and eligible driver in 2018 will also be invited to the Porsche Motorsport Junior Shootout, where they will compete against leading Porsche Carrera Cup drivers from around the world for a position on this prestigious programme.

“ Being the Porsche Carrera Cup GB Junior has raised my profile as a driver. I recommend it highly to any young driver thinking of stepping into GT racing. I couldn't have made a better decision and I'm loving the experience. ”

Josh Webster (2014/2015 Porsche Carrera Cup GB Junior)

“ The Porsche GB Junior programme has been the best two years racing I have ever had. It has made me an all-round better driver in every way. I am very grateful for the amazing opportunity. ”

Charlie Eastwood (2016/2017 Porsche Carrera Cup GB Junior)

**£85,000 support available per annum**



## Incredible prize money

**Porsche thrives on competition. With more than 32,000 motorsport victories we know what it takes to win. We also know that winners should be recognised, supported and rewarded.**

This is why, for 2018, Porsche Carrera Cup GB is again offering incredible weekend prize money for the Professional category and the Professional Amateur category, giving drivers more incentive than ever before.

Finishing position	Pro	Pro-AM
1st	£1,500	£1,000
2nd	£1,200	£800
3rd	£1,000	£600
4th	£700	£500
5th	£600	£400

In addition, driver and team weekend cash prizes are also available.

Driver of the Weekend	£500
Team of the Weekend	£1,000

**Top prizes: £3,500  
per weekend**





## Exceptional championship prizes

**In 2018, the Porsche Carrera Cup GB Champion will win £40,000. Our total championship prize pot remains in excess of £300,000.**

Porsche prides itself on transferring technology from the race track to the road. It is the motorsport soul that is part of every Porsche. For 2018, the Pro, Pro-AM and AM champions will experience this transfer first-hand, by winning a Porsche for the year.



**Top cash prize:  
£40,000**

**At the end of the season, drivers can win the following:**

<b>Pro</b>	
1st	£40,000 plus a Porsche for the year*
2nd	£20,000
3rd	£10,000
<b>Pro-AM</b>	
1st	£7,000 plus a Porsche for the year*
2nd	£4,000
3rd	£2,000
<b>AM</b>	
1st	£5,000 plus a Porsche for the year*
2nd	£3,000
3rd	£1,000

\*Subject to age and insurance conditions



## Registration fees

Registration fees for Porsche Carrera Cup Great Britain 2018 are as follows:

Category	Registration fee
Pro	£18,000 plus VAT
Pro-AM	£18,000 plus VAT
AM	£13,000 plus VAT

For the 2018 season, all drivers will be provided with a new Race Logic VBox Video HD2 which can be used in testing and practice sessions throughout the season. The new equipment will be used to make more informed decisions during judicial enquiries.



## Early registration rewards

For 2018 we are offering substantial benefits to drivers who return their completed registration form and pay their registration fees early.

Any driver who registers before 1 December 2017 will receive £4,000 within two weeks of the last round of the 2018 season.

Any driver who registers before 22 January 2018 will receive £2,500.

Date of confirmed entry to championship	Value of reward
1 December 2017	£4,000
22 January 2018	£2,500

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Carrera Cup GB 2018 season unless Porsche agrees they are unable to compete in one or more races due to circumstances outside their reasonable control.

Receive up to £4,000  
for early registration





## First-class driver well-being

**The most important part of any Porsche is the driver. Porsche Carrera Cup GB sets benchmarks in British motorsport for looking after driver well-being.**

### **Porsche Human Performance Centre**

This exceptional sports science laboratory, to the standard you may find in Formula 1® teams, is equipped with state-of-the-art technology from Technogym to Watt Bike. Services are delivered by experts with a rare combination of academic qualifications in exercise science and coaching, plus experience working at the highest level in motorsport and competitive backgrounds as elite athletes.

The specialists at the Porsche Human Performance Centre don't just advise onsite, their expertise is on hand during race weekends too. For example, they will advise on diet, via the screen in the hospitality facility, to help keep drivers in peak race condition.

### **Trackside physiotherapist support**

We are delighted to once again have a motorsport physiotherapist trackside at each race weekend to ensure the drivers are in top racing condition.



## Extensive team support

Talk to our teams to find out more about their experiences with Porsche Carrera Cup Great Britain and the transformation of the championship over the last few years.

**REDLINE  
RACING**

**JTR**

**TEAM  
PARKER  
RACING**

**IN2RACING**  
DRIVING YOUR PASSION

**slide  
sports**

**E-Cat Racing**

**Asset Advantage**  
Efficient finance

**the  
racecar  
centre**

**WELCH  
MOTORSPORT**





## Team Cayenne 2018

**Our championship teams race Porsche and drive Porsche on the road.**

Any team running two or more cars in the championship will be loaned a Cayenne for the duration of the season, liveried with the Porsche Carrera Cup GB logo and team logo.

Talk to us to find out more about Team Cayenne.





“ The Porsche Carrera Cup GB Race Centre provides a top level experience in the paddock for our clients. The paddock tour, driver briefing and behind-the-scenes insights are always popular. It also reinforces the message that racing and competition are part of the DNA of Porsche and Michelin in the UK and across the Globe. ”

Tim Hoare, Michelin Motorsport  
Manager UK & ROI



## Race weekend hospitality

The Porsche Carrera Cup GB Race Centre is at the very heart of the racing action and is open from Friday morning to Sunday afternoon at every championship round. It offers state-of-the-art facilities and delicious catering, the perfect place to relax or entertain guests and sponsors.



**The perfect place to relax  
and entertain guests**



## Nationwide exposure and awareness

For 2018, Porsche Cars Great Britain is continuing to invest heavily in activating the Carrera Cup on a nationwide level, in Porsche Centres, in the digital space and during various Porsche events. The championship benefits from a dedicated media team, comprising a full-time Media Officer, a photographer providing free access to all images and radio support at every race weekend.

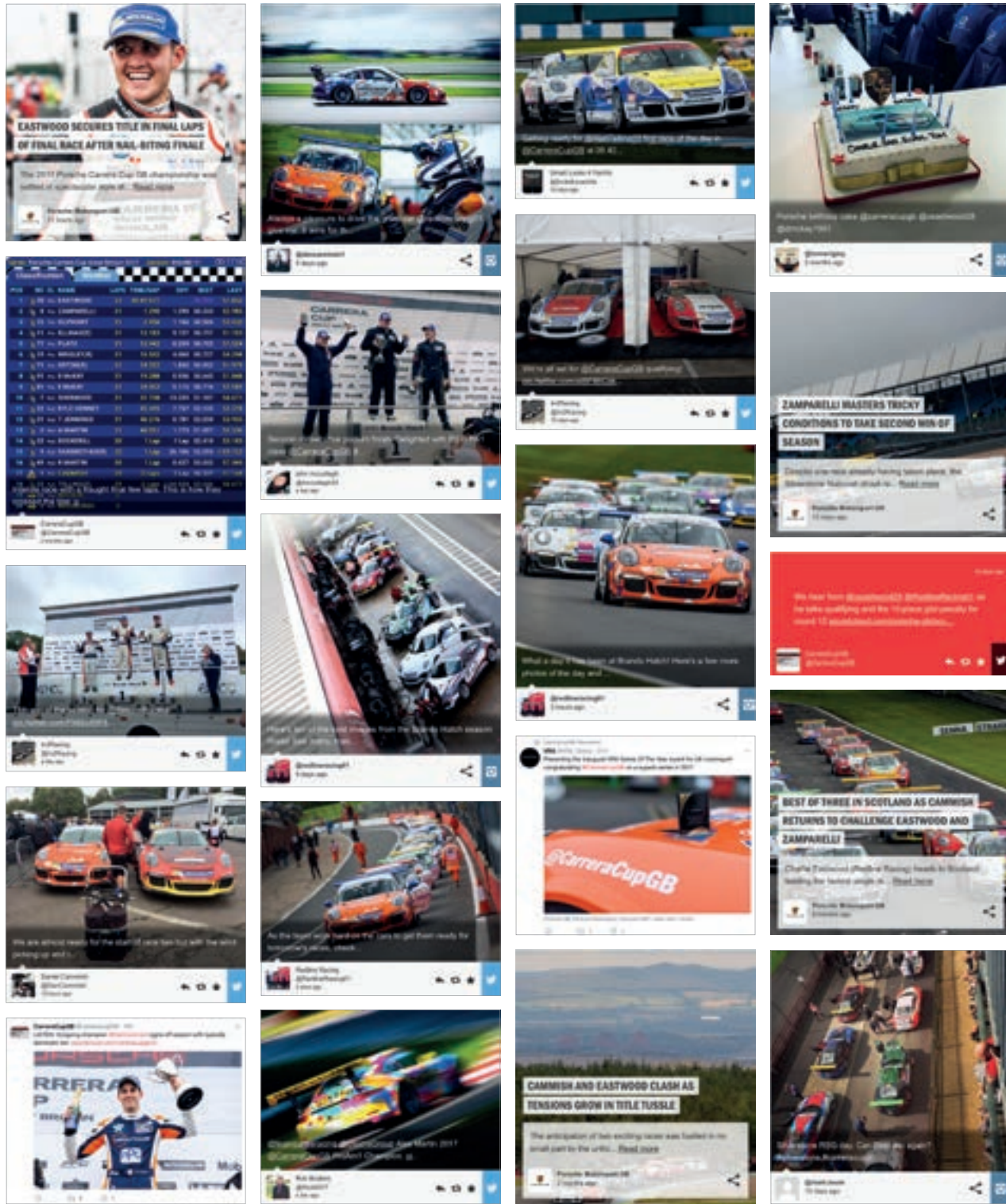
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“ In our time with TOCA we've seen three evolutions of the iconic 911, and by continuing in an environment that provides maximum exposure through television, media coverage and race crowds, we can offer our teams, drivers and sponsors a solid platform on which to base their long-term planning. ”

James MacNaughton, Manager, Motorsport







## Media awareness

### TV coverage in 2017

Porsche Carrera Cup GB received extensive live coverage on ITV4 with over two-thirds of all races being broadcast live to an estimated audience of **1,700,000**.

The championship also featured in dedicated highlight programmes in the Motorsport UK series, broadcast on ITV1. In total it aired on over six channels and achieved **88** broadcasts including MAV TV in the USA.

Altogether, the championship received **55.5** hours broadcast time to an estimated cumulated audience of **2,090,000**.

### Radio coverage in 2017

Porsche Carrera Cup GB featured on over **30** radio stations including BBC Radio 2. Over the course of the 2017 season, a total of approximately **300** radio interviews featured the championship and achieved a gross reach of an estimated **50,000,000** listeners.

### Digital and social media

The explosion of digital communications and social media has further heightened exposure of and publicity for Porsche Carrera Cup GB.

Our website and social stream Porsche.co.uk/CarreraCupGB boasts **126,000** page views per annum. This features up-to-the-minute news, race reports, images, video and audio. We have **11,324,000** Facebook, **8,000,000** Instagram and **1,560,000** Twitter followers.\* Our main porsche.co.uk site contains Porsche Carrera Cup GB pages posting news, photographs and information. This site receives an estimated **4,000,000** unique users per annum. Porsche Carrera Cup GB content is also posted on the Porsche Tribe page at DriveTribe which has **290,300** followers.

Full coverage is available online at [www.ITV.com/ITV4](http://www.ITV.com/ITV4) for 28 days after it has been broadcast on TV.

### Media service

Via a dedicated trackside service, Porsche Carrera Cup GB enjoys a prominent position in both print and web media. Key members of the media are provided with an updated series media guide throughout the season and press releases are regularly distributed to motorsport and regional press contacts.

Porsche Carrera Cup GB regularly receives coverage in: Autosport **18,022** weekly readers, Motorsport News **7,700** weekly readers, Porsche Post **15,000** monthly readers, GT Purely Porsche **52,800** monthly readers and Race Day programmes **30,000** total annual readership. The championship also features on The Checkered Flag website which attracts **106,000** unique visitors and an average of **229,000** page views per month.

\*Porsche global Facebook and Twitter reach as of October 2017 which selected Porsche Carrera Cup GB content is posted on.

### Event spectators

Porsche Carrera Cup GB is one of the largest live spectator events in British motorsport, with crowds to rival Premier League football matches. An estimated **470,000** people travelled to watch a race at their favourite circuits in 2017.

### Porsche news update

News and updates from Porsche Carrera Cup GB feature in the Porsche news update, an electronic newsletter which is sent to **239,631** customers and prospects four times a year.

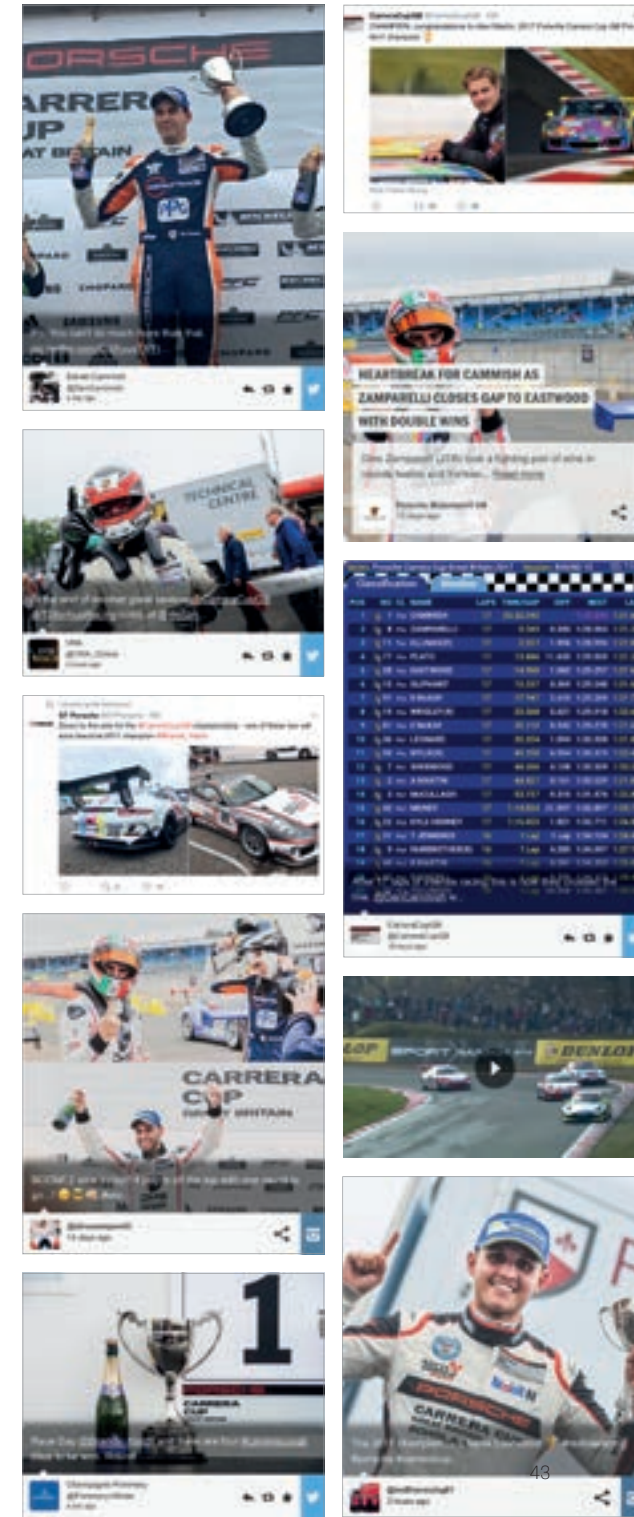
### Christophorous

**40,000** Porsche owners receive this bi-monthly Porsche magazine and there are Carrera Cup updates in each edition.

### Autosport International

From Karting to Formula 1®, this annual event in January at the NEC in Birmingham unites the world of motorsport under one roof. Catering for both professionals and motorsport fans, Autosport International incorporates two trade-only days and two public days dedicated to motorsport enthusiasts.

We will have a strong presence at the event with a dedicated stand that provides a great opportunity to meet the Porsche Motorsport team and understand more about Porsche Motorsport and Porsche Carrera Cup GB.





## Sponsorship that works

**Sponsors of drivers and teams connect their brands to the Porsche marque and use the championship as a communication platform for both business to consumer and business to business activities.**

There is now so much awareness and excitement surrounding the championship that there are more sponsors than ever before. In addition to the huge brand exposure sponsors achieve, it provides ample opportunity and scope for use in sponsors' wider marketing communications.

For the first time we are able to quantify the value of sponsoring a driver or team in Porsche Carrera Cup GB. It is estimated that sponsorship is worth **£250,000** in PR coverage and **£200,000** in TV coverage.\*

Sponsorship activities include but are not limited to: PR, customer communications, product placement, race weekend hospitality, display cars for events and business to business networking.



\*Estimated figures produced by Nielsen Sports

" As a major supplier of records and packaging to the music industry, DMS has found a truly rock 'n' roll partner in Carrera Cup GB to entertain, excite and most importantly engage with our clients, suppliers and colleagues around the world. The fierce on track competition, and the crashes and clashes all captured and broadcast through TV and social media adds up to a compelling and great value package for any company to consider. We will be back for sure in 2018 and beyond."

Dave Summers, Managing Director, Disc Manufacturing Services (DMS)





# Best of Porsche Carrera Cup GB 2017

Incredible support from all teams and drivers in 2017 made it one of the best race seasons in the history of the championship.









**We look forward to welcoming you  
to Porsche Carrera Cup GB 2018.**

**For more information regarding any aspect  
of Porsche Carrera Cup GB, please contact:**

**James MacNaughton**  
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Assistant Manager, Motorsport  
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Email: darioush.gheissari@porsche.co.uk





