



PORSCHE

**CARRERA CUP
GREAT BRITAIN
2017**

PORSCHE

**CARRERA
CUP
GREAT BRITAIN**

Porsche Carrera Cup Great Britain 2017 promises to deliver another fantastic season of motorsport. We have worked hard to ensure competitive grids and expect to generate more exposure through an action-packed racing calendar, new initiatives and enhancements to existing programmes.

We are delighted to announce that in 2017 we are returning to France as a key support race to the 24 Hours of Le Mans. With an audience of over 250,000 spectators, as well as the Porsche factory teams, this is a fantastic opportunity for teams and drivers to demonstrate their skills to the best in the industry. The adrenalin and excitement flowing around the circuit will only be further intensified by the overall Porsche victories in 2015 and 2016.

This brochure details everything you need to know about Porsche Carrera Cup GB 2017, including the increased prize fund for the overall champion.

We wish you every success for 2017.



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and offers within this document are provisional and subject to MSA approval, and subject to contract and may be withdrawn by Porsche at any time.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

As a Porsche Carrera Cup GB driver you are instantly climbing the sports car racing ladder. Whether it's a GT racing career or a Factory-backed drive in the World Endurance Championship you have in your sights, Porsche Carrera Cup GB provides the ideal stepping stone for ambitious professional sports car drivers.

Eleven GT3 Cup Challenges and eight Porsche Carrera Cups operate worldwide, culminating with the internationally contested Mobil 1 Porsche Supercup which tours with the FIA Formula One calendar. 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 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

The Porsche Motorsport Pyramid

The Porsche Motorsport Pyramid provides the perfect pathway for young drivers to climb the sports car racing ladder, through the Carrera Cups and Porsche Supercup, all the way to LMP1.

Two such drivers to have followed this path are Nick Tandy and Earl Bamber. Speaking about their victory at Le Mans, Dr Frank-Steffen Walliser, Head of Porsche Motorsport, said: “It underlines the importance of Porsche's brand trophy series as a career stepping stone for young race drivers who, like Earl and Nick, bring the necessary talent, a great willingness to learn and the critical will to succeed.”

“ 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 2016. ”

BEN BARKER



Porsche Carrera Cup GB

Entering its fifteenth year in 2017, 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.

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.

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

For 2017 we have continued to invest heavily in both drivers and teams. We have introduced a number of new initiatives and have maintained all of the recent changes that have proved so successful. The following pages provide the highlights for the biggest and most competitive championship yet!



2017 Highlights

Fastest one-make car in the UK

Upheld through our motorsports philosophy, our vision is to create the perfect race car and with the current 911 GT3 Cup, we are getting ever closer to our vision.

With over 3,000 sold, the 911 GT3 Cup is 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.



Well-established and reliable, the car continues to evolve as we strive to improve it year after year. Its engine is powerful yet extremely efficient, helping to ensure predictable running costs.

The latest 911 GT3 Cup is the fastest one-make car in the UK which delivers outstanding performance and exhilarating racing. It is also the most equal car in motorsport, clearly demonstrating individual driver skill and nerve.



“ THE 911 GT3 CUP PRESENTS A UNIQUE CHALLENGE. IT'S SO REWARDING AND IS DIFFERENT TO A LOT OF THINGS I'VE DRIVEN. TO RACE ONE OF THESE CARS WITH THE HERITAGE IT REPRESENTS, AMONGST SO MANY OTHERS, IS A MASSIVE ADRENALINE RUSH. ”

DAN CAMMISH



World-class 2017 race calendar

The Porsche Carrera Cup GB 2017 calendar is packed with more excitement than ever as we prepare to return to France as a key support race to the 24 Hours of Le Mans.

The 2017 season will start at the BTCC season opener at the Brands Hatch (Indy) circuit.

In June we will join Porsche Carrera Cup France, GT3 Cup Challenge Benelux and a number of international guest entries at Le Mans. The grid will comprise 61 identical 911 GT3 Cup cars, racing in front of over 250,000 spectators plus the LMP1 and RSR Porsche factory teams.

As in previous years, Porsche Carrera Cup GB is an important support race to the BTCC and in 2017 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.

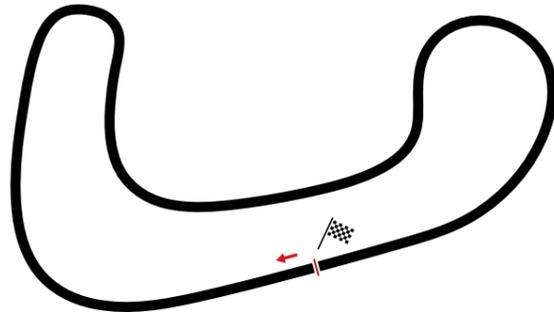
We will host three exclusive, Porsche-supported test days at Silverstone (National), Donington and Knockhill; the cost of which is included in the season entry fee.

Media Day	Silverstone (National)	13/03/2017
Porsche Supported Test 1	Donington	14/03/2017
Porsche Supported Test 2	Knockhill	08/08/2017
Porsche Supported Test 3	Silverstone (National)	12/09/2017

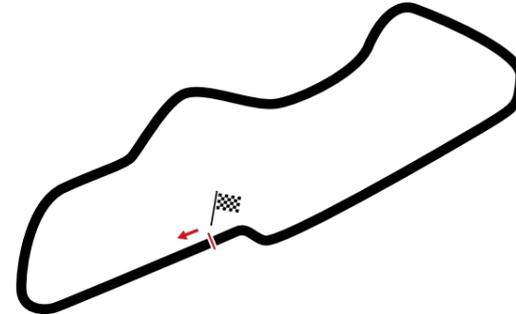
The geographic spread of the 2017 championship ensures our growing fan base can experience the action close to their homes and provides an opportunity for drivers, teams and partners to engage with different audiences in the UK and in France.

**Eight
championship
weekends**

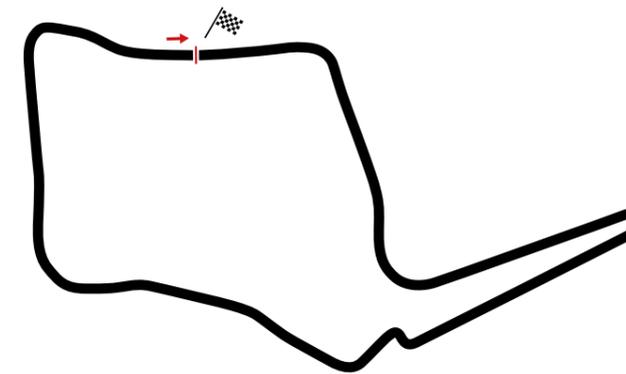
Rounds 1 and 2
Brands Hatch (Indy circuit)
31 March–2 April 2017



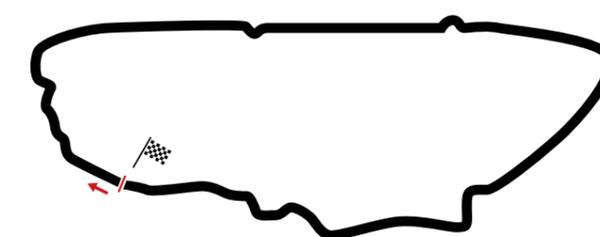
Rounds 3 and 4
Donington Park (National circuit)
13–16 April 2017



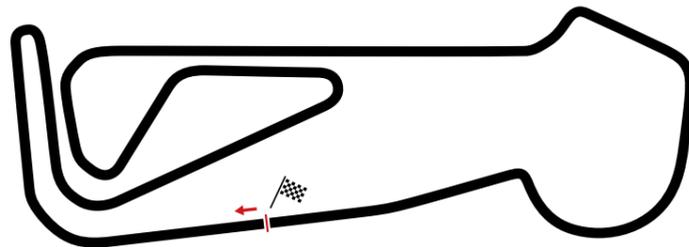
Rounds 5 and 6
Oulton Park (Island circuit)
19–21 May 2017



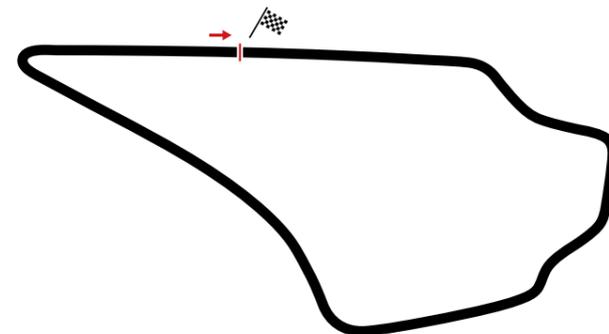
Round 7
Le Mans
14–17 June 2017



Rounds 8 and 9
Snetterton (300 circuit)
28–30 July 2017



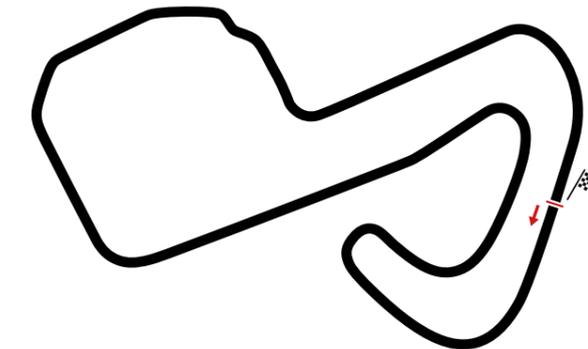
Rounds 10 and 11
Knockhill
11–13 August 2017



Rounds 12 and 13
Silverstone (National circuit)
15–17 September 2017



Rounds 14 and 15
Brands Hatch (Grand Prix circuit)
29 September – 1 October 2017



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.

New for 2017, 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 2017 season to be eligible for the Rookie Championship and end of season prize money¹.

With a prize fund of £35,000 awarded to our top 2017 Rookie, we're ensuring UK racing talent has a chance to shine and isn't held back because of financial barriers.

Also new for 2017, all Rookies will spend some time with Porsche GB Motorsport Engineers before the start of the season.

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 1 or Professional Amateur 2, 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 2017 could be on their way to becoming a Porsche factory driver of tomorrow.

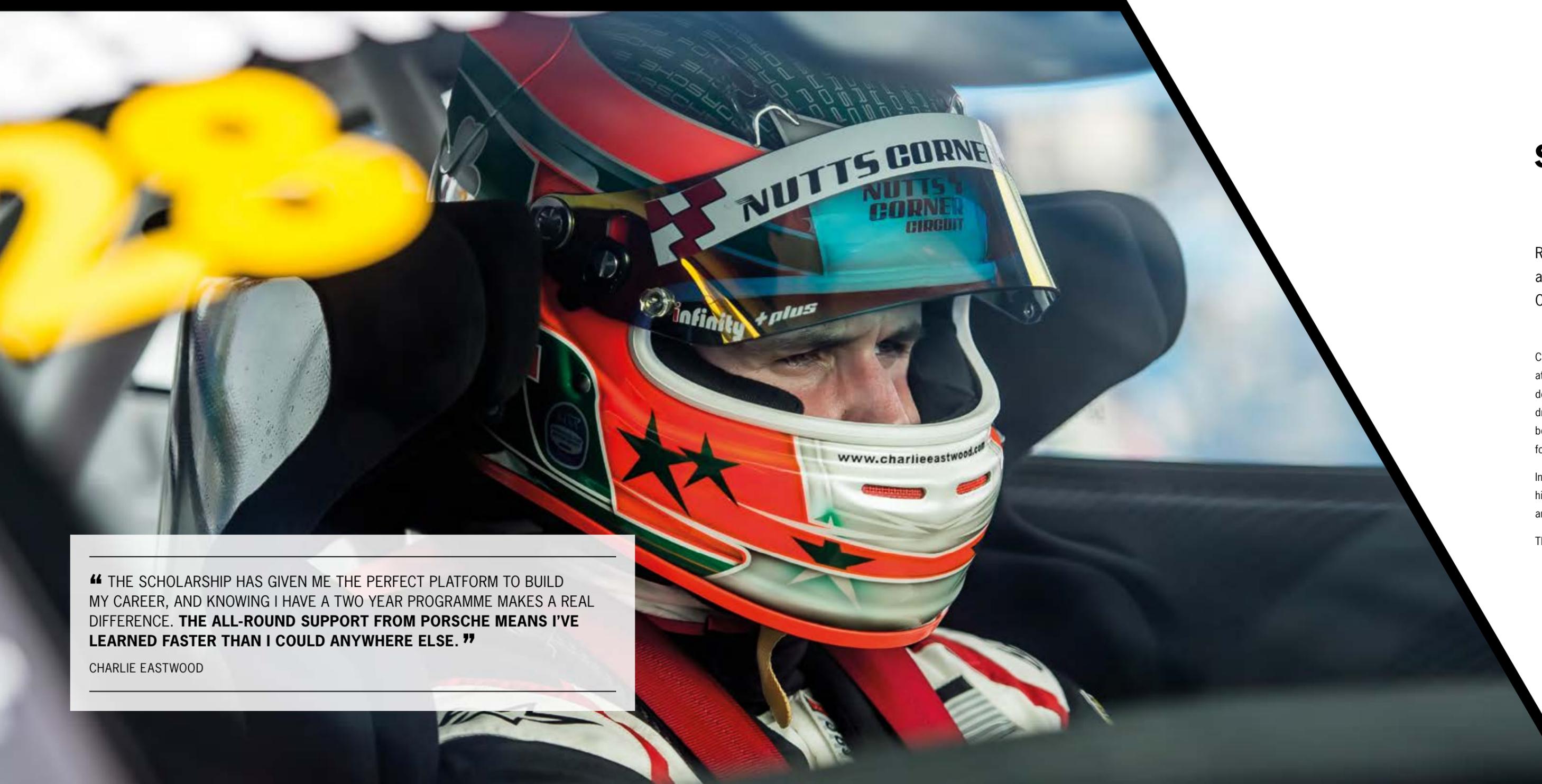
Win **£35,000**

“ MOST IMPORTANTLY IT WAS A VERY ENJOYABLE SEASON AND ONE WHICH I HAVE LEARNT A LOT FROM. **COMPETITION IS VERY TOUGH, BUT IT PUSHES YOU TO IMPROVE AS A DRIVER.** I WOULD HIGHLY RECOMMEND PORSCHE CARRERA CUP GB TO ANYONE. ”

LEWIS PLATO

*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. ¹At 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.





“ THE SCHOLARSHIP HAS GIVEN ME THE PERFECT PLATFORM TO BUILD MY CAREER, AND KNOWING I HAVE A TWO YEAR PROGRAMME MAKES A REAL DIFFERENCE. **THE ALL-ROUND SUPPORT FROM PORSCHE MEANS I’VE LEARNED FASTER THAN I COULD ANYWHERE ELSE.** ”

CHARLIE EASTWOOD

Successful scholarship programme continues

Running since 2008, the hugely successful PCCGB Scholarship programme strives to find and nurture the best young UK racing talent. This will continue in 2017 with current Scholar Charlie Eastwood in his second and final year.

Candidates are put through their paces on and off the track at the Porsche Experience Centre at Silverstone. Not only does the Porsche Scholar 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 Scholar attends high profile events such as the Goodwood Festival of Speed and other networking events that aid future exposure.

The chosen Scholar benefits from £80,000 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 to the Porsche Carrera Cup GB Scholarship, the highest-ranked and eligible driver in 2017 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.

**£80,000 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 2017, Porsche Carrera Cup GB is again offering incredible weekend prize money for the Professional Class and the Professional Amateur 1 Class, giving drivers more incentive than ever before.

Finishing position	Professional Class	Professional Amateur 1 Class
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

New for 2017, the Porsche Carrera Cup GB Champion will win a boosted top prize of £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 2017, the Pro, Pro-Am1 and Pro-Am2 Champions will experience this transfer first-hand, by winning a Porsche 911 for the year.

Top cash prize: £40,000



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

Pro

1st	£40,000 Plus a Porsche 911 for the year*
2nd	£20,000
3rd	£10,000

Pro AM1

1st	£7,000 Plus a Porsche 911 for the year*
2nd	£4,000
3rd	£2,000

Pro AM2

1st	£5,000 Plus a Porsche 911 for the year*
2nd	£3,000
3rd	£1,000

*subject to age and insurance conditions

New engine and gearbox rebuild programme

Porsche understands the level of financial commitment required to maintain a racing car. So, new for 2017, all cars competing in Porsche Carrera Cup GB can benefit from a 40% discount on engine and gearbox rebuilds. This groundbreaking initiative* could represent a saving of up to £12,500.

Save up to £12,500

New motorsport parts offer

Any car competing in Porsche Carrera Cup GB 2017 will be eligible for 10% off all motorsport parts, significantly reducing racing budgets for teams and drivers*.

*These initiatives are valid for 2017 only. Drivers must be fully paid up and registered to benefit from them.





Early registration rewards

For 2017 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 2016 will receive back the approximate value of three sets of Michelin slick tyres*, which equates to nearly £4,000, within two weeks of the last round of the 2017 season.

Date of confirmed entry to championship	Value of reward
1 December 2016	£3,990
20 January 2017	£2,660

Any driver who registers before 20 January 2017 will receive back the approximate value of two sets of Michelin slick tyres.

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Carrera Cup GB 2017 season unless Porsche agrees they are unable to compete in one or more races due to circumstances outside their reasonable control.

**Receive up to £3,990
for early registration**

*Michelin tyre value at time of print

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 F1® 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.

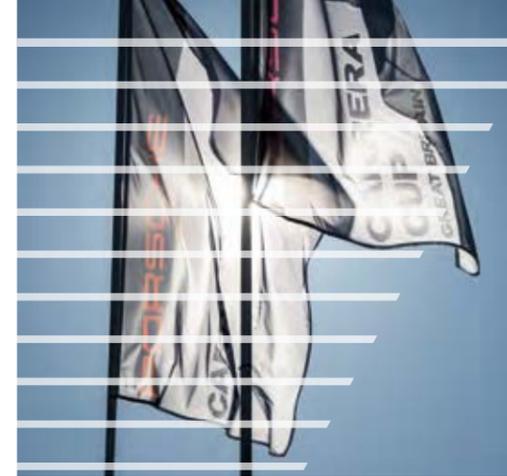
The specialists at the Porsche Human Performance Centre don't just advise onsite, their expertise is on hand during race weekends too. For example, they will advise on diet, via the screen in the hospitality facility, to help keep drivers in peak race condition.

Trackside physiotherapist support

We are delighted to confirm that motorsport physiotherapist, Liz Linford, will continue to be 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 two years.



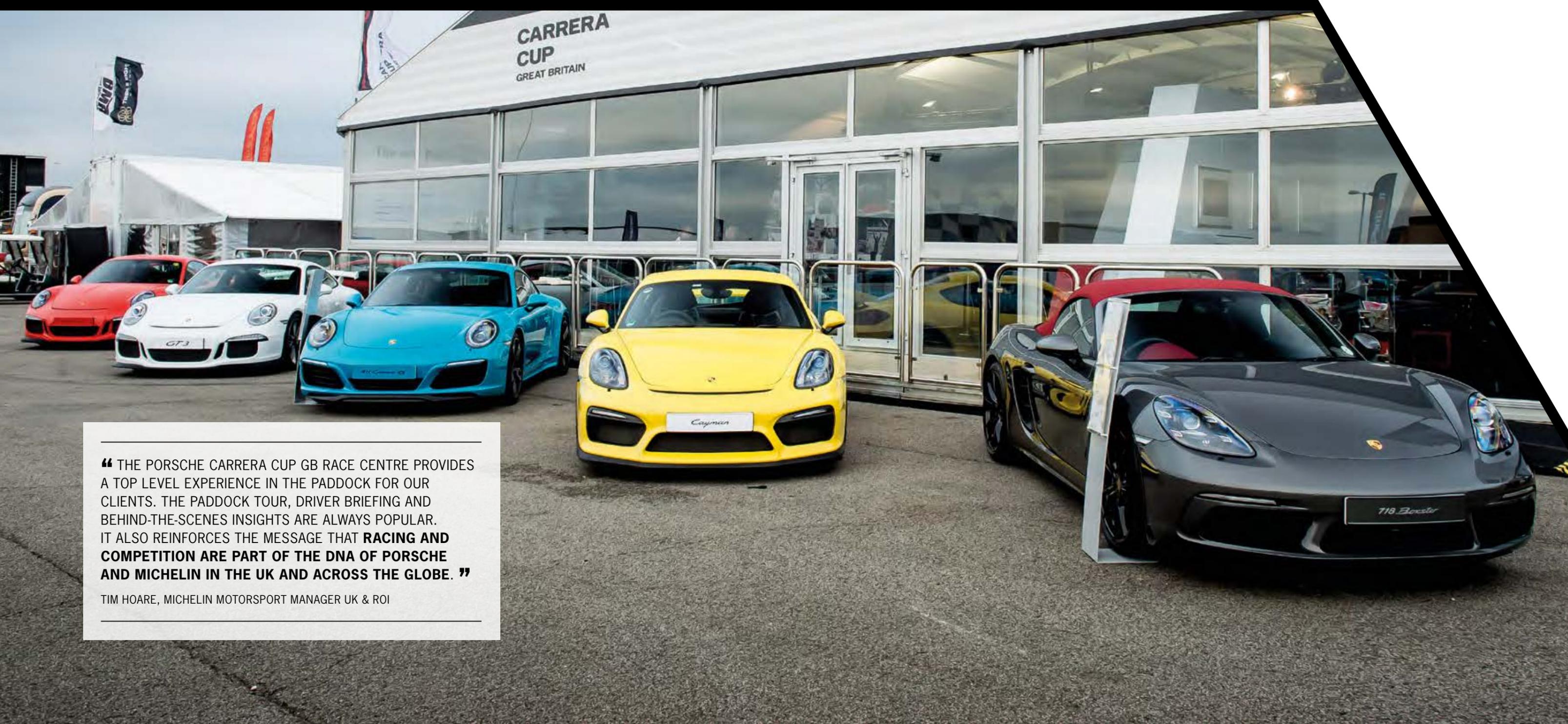
Team Cayenne 2017

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.





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 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

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

Nationwide exposure and awareness

For 2017, 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.

“ THE BTCC PACKAGE IS THE PERFECT PLATFORM FOR PORSCHE CARRERA CUP GB. **THE TV EXPOSURE, MEDIA COVERAGE AND RACE CROWDS** IT OFFERS ARE EXCEPTIONAL. OUR PRESENCE AT LE MANS IN 2017 WILL ALSO GREATLY INCREASE OUR VISIBILITY. ”

RAGNAR SCHULTE, PORSCHE GB GENERAL MANAGER, MARKETING



Media awareness

TV coverage in 2016

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 **2,000,000**.

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 over **100** broadcasts including MAV TV in the USA.

In total the championship received **90** hours broadcast time to an estimated cumulated audience of **5,000,000**.

Radio coverage in 2016

Porsche Carrera Cup GB featured on **31** radio stations including BBC Radio 2 and talkRADIO. This led to an estimated **420** minutes in airtime. Over the course of the 2016 season, the championship featured in a total of approximately **344** radio interviews and programmes.

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 **105,000** unique users per annum. This features up-to-the-minute news, race reports, images, video and audio. We have **10,600,000** Facebook, **5,010,000** Instagram and **1,410,000** Twitter followers*. Our main porsche.co.uk site contains Porsche Carrera Cup GB pages posting news, photographs and information. This site receives **7,000,000** visits per annum.

Full coverage is available online at www.ITV.com/ITV4 for 28 days after it has been broadcast on TV.

*Porsche global Facebook and Twitter reach as of 07/10/2016 which selected Porsche Carrera Cup GB content is posted on.

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 21,000** weekly readers, **Motorsport News 8,000** weekly readers, **Porsche Post 15,000** monthly readers, **GT Purely Porsche 46,000** monthly readers and **Race day programmes 30,000** total annual readership. The championship also features on **The Checkered Flag** website which attracts **77,000** unique visits per month.

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 **320,000** people travelled to watch a race at their favourite circuits in 2016.

Porsche news update

News and updates from Porsche Carrera Cup GB feature in the Porsche news update, an electronic newsletter which is sent to **215,000** customers and prospects four times a year.

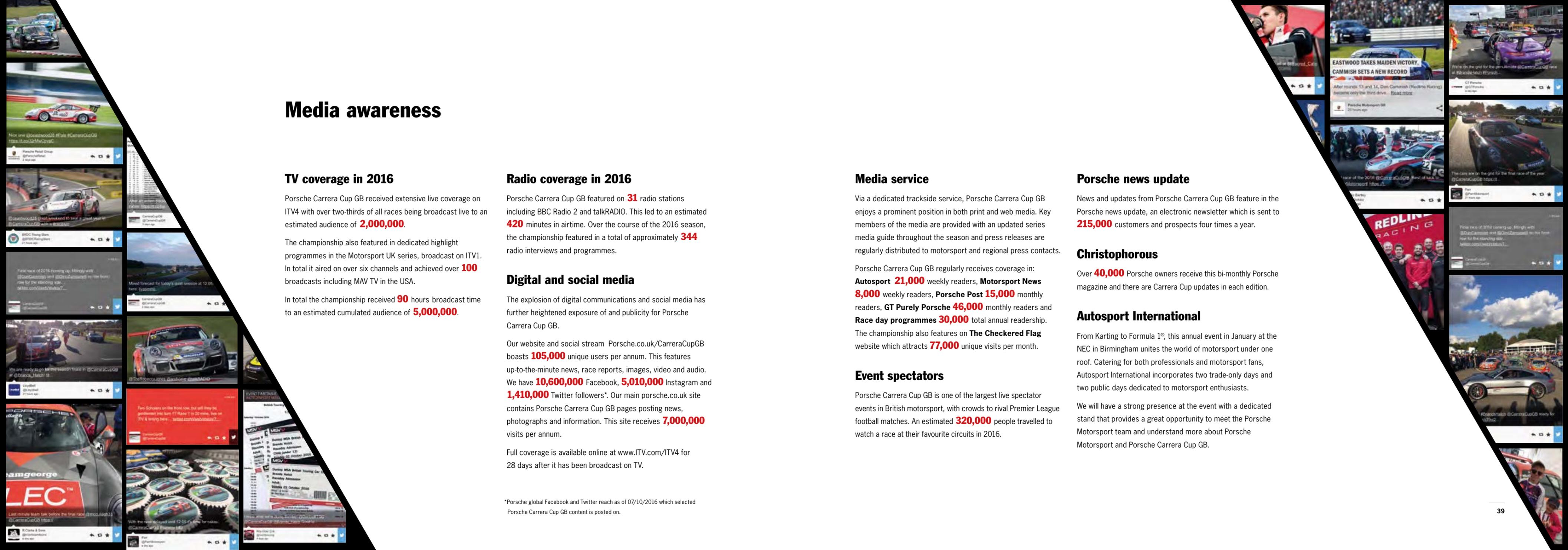
Christophorus

Over **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.

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.

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



*Estimated figures produced by Repucom

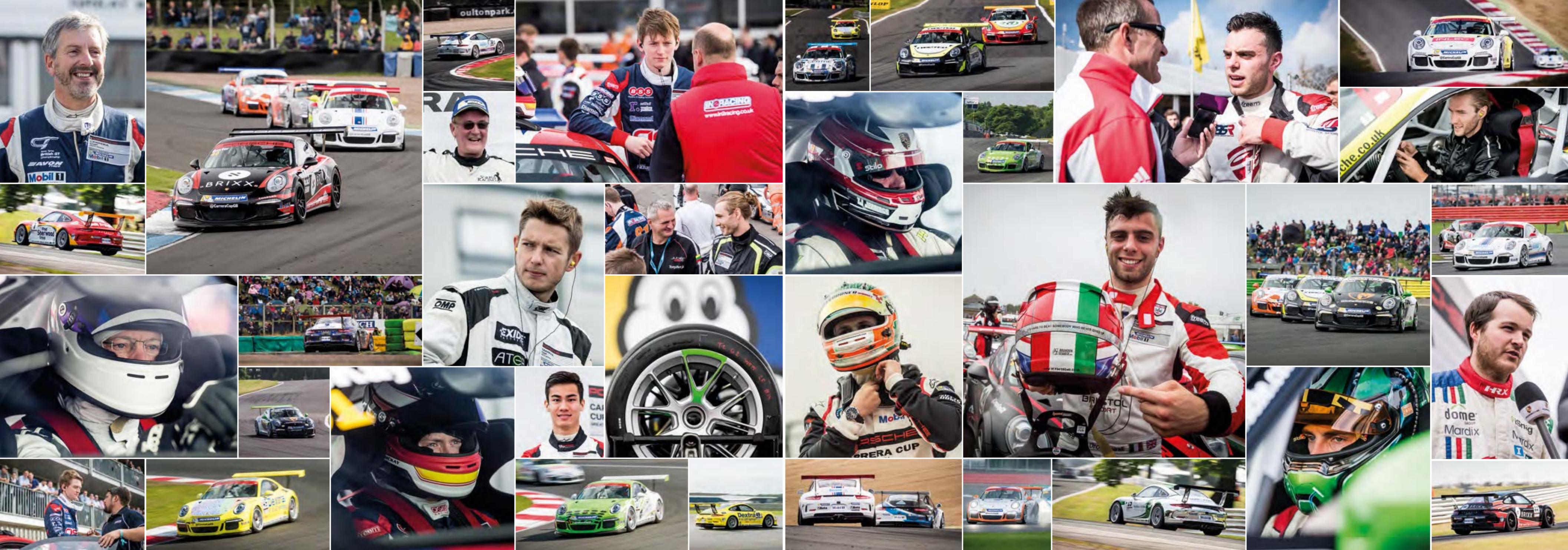
“ THE OPPORTUNITIES FOR ACTIVATING THE PARTNERSHIP ARE NUMEROUS. THE COVERAGE THE SERIES GENERATES ON TV IS REALLY IMPRESSIVE, AS IS THE STANDARD OF THE PORSCHE HOSPITALITY FACILITY AT THE RACE CIRCUIT AND THE WELCOME THEREIN. THE RACING IS EXCITING AND THE PUBLIC CAN IDENTIFY WITH THE CARS WHICH, I HAVE TO SAY, LOOK FANTASTIC...”

RICHARD ARMSTRONG, BUSINESS DEVELOPMENT MANAGER
AUTOMOTIVE, UK AND IRELAND, LUMILEDS, PHILIPS

“ IN OUR VIEW PORSCHE CARRERA CUP GB IS CURRENTLY THE UK'S PREMIUM ONE MARQUE SERIES. IT TAKES TIME BUT ONCE YOU HAVE BUILT A FOLLOWING IT'S A GREAT “VEHICLE” FOR PROMOTING YOUR BRAND, YOUR OFFER AND YOUR VALUES. IT'S NOT JUST ABOUT SEEING YOUR NAME ON A CAR, THERE IS SO MUCH MORE VALUE TO BE HAD BY ENGAGING WITH THE PROGRESS AND LINKING YOUR TRACK AND BUSINESS OBJECTIVES.”

MICHAEL WILMSHURST, CHIEF EXECUTIVE OFFICER,
NATIONWIDE ACCIDENT REPAIR SERVICES







**We look forward to welcoming you
to Porsche Carrera Cup GB 2017**

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

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