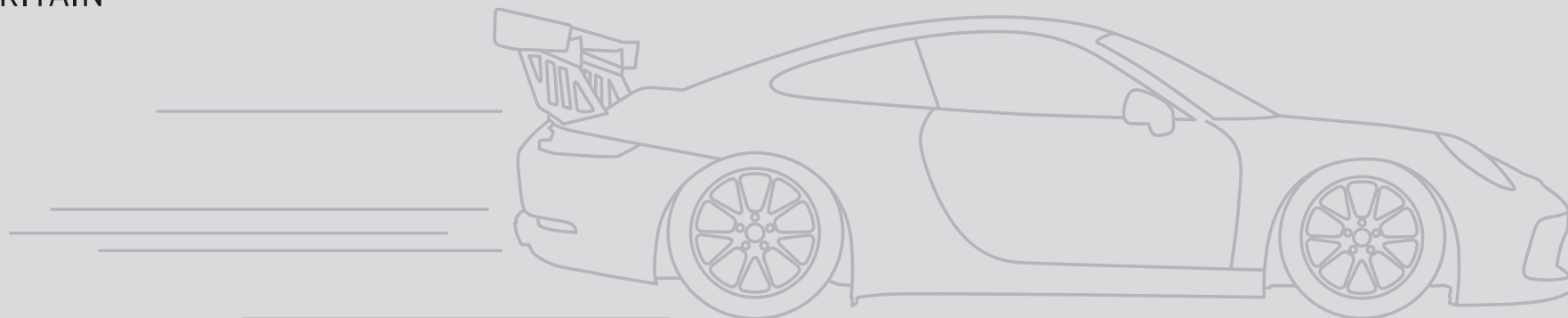


PORSCHE

CARRERA CUP
GREAT BRITAIN

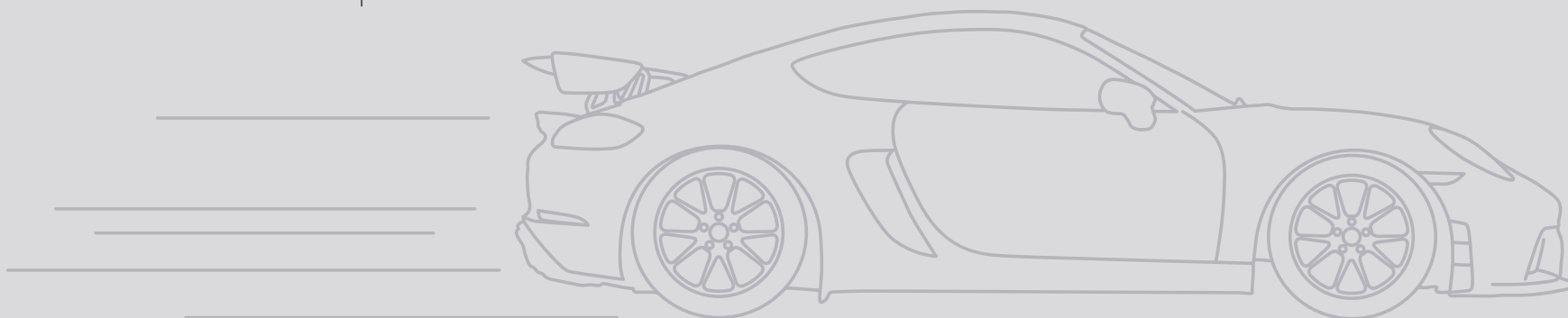


PORSCHE

SPRINT CHALLENGE
GREAT BRITAIN

TITLE SPONSOR

CAYMAN ISLANDS 



PORSCHE

**CARRERA CUP
GREAT BRITAIN**

PORSCHE

**SPRINT CHALLENGE
GREAT BRITAIN**

TITLE SPONSOR



From the new city street circuits of the ABB FIA Formula E Championship to the familiar and legendary circuits like Le Mans and Silverstone, 2020 was a busy year for Porsche Motorsport around the world.

The delayed start to the 2020 season made the second half of the year especially intense, and the understandable limits on spectator attendance provided a different atmosphere than usual. But what the circuits may have lacked in public passion was more than compensated for by thrilling action on track, broadcast to an eager audience of fans across multiple TV, digital and social networks.

For Porsche Motorsport GB, our abiding memory of 2020 will be not just the debut of our new Cayman Islands Porsche Sprint Challenge Great Britain, but the loyalty of our teams, drivers, sponsors and partners in truly challenging times.

We worked hard together with the race organisers to adapt to the changes, and you rewarded us with patience and understanding before, once again, putting on arguably the most professional and exciting races of the UK motorsport calendar.

In its first season, Cayman Islands Porsche Sprint Challenge Great Britain emphatically established itself as fundamental to our Porsche Motorsport Pyramid, and the appeal of racing the agile 718 Cayman GT4 Clubsport introduced an exciting new generation of drivers to the Porsche Motorsport family. For 2021, we look forward to building on this success.

Featuring the iconic 911 GT3 Cup, Porsche Carrera Cup Great Britain naturally remains at the heart of British motor racing. Continuing to support the British Touring Car Championship on the TOCA programme, the combination of quality race weekends and mix of live ITV4 coverage provides a competitive and entertaining arena for teams and drivers, fans and families.

The unique Junior Programme once again showed its ability to nurture and develop young drivers, with Harry King winning the overall Porsche Carrera Cup Great Britain 2020 title in his debut season.

In every respect, Porsche Carrera Cup Great Britain and Cayman Islands Porsche Sprint Challenge Great Britain offer unrivalled prize money, support and ever-increasing media exposure.

We hope you will join us for an adrenaline-fuelled season of racing.

Margareta Mahlstedt
Director, Marketing
Porsche Cars Great Britain



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Why Porsche?

6

With over 70 years of racing history and more than 32,000 victories to date, Porsche is the leading 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.

We are proud of our ability to use past lessons and tradition as a source of inspiration for creating future innovation and constantly breathing life into 'fascination sports car'. We never rest on the winner's podium but look ahead to the next challenge, and this year that includes a focus on eSports and two new exciting ventures: Porsche TAG Heuer Esports Supercup and Porsche Esports Carrera Cup Great Britain.

With a record number of overall victories, Porsche is the most successful manufacturer in Le Mans history. Our rich heritage and pioneering technologies were pivotal in the three consecutive wins in 2015, 2016 and 2017 with the 919 Hybrid. Similarly, they helped to secure 2018's Le Mans GTE-Pro championship for the outgoing 911 RSR, with its replacement winning its FIA World Endurance Championship debut in 2019.

As a driver in a Porsche Motorsport Great Britain championship, you are instantly climbing onto the Porsche Motorsport Pyramid Great Britain. Our two championships provide the ideal stepping stone to becoming a potential Porsche Factory Driver of the future, with the opportunity to race in numerous GT championships and, who knows, the FIA Formula E Championship?

Five Porsche GT3 Cup Trophies, ten Porsche GT3 Cup Challenges and eleven Porsche Carrera Cups operate worldwide, culminating with the internationally contested Porsche Mobil 1 Supercup. This is the world's fastest international one-make championship, and it 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 Great Britain is the perfect way to further a racing career.

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



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“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 Porsche Carrera Cup.”

Nick Tandy

Porsche Motorsport Pyramid Great Britain

The Porsche Motorsport Pyramid Great Britain now offers even more opportunities for aspiring racing drivers.

Starting with Porsche Club racing and Porsche Classic Boxster Cup, the pyramid moves up through Cayman Islands Porsche Sprint Challenge Great Britain, Porsche Carrera Cup Great Britain and Porsche Mobil 1 Supercup, all the way to World Championship GT racing and now, to Formula E and beyond.

One driver to have raced to the top of the pyramid is Nick Tandy. The first British driver to win Le Mans in a Porsche since Allan McNish in 1998, he made his Porsche Carrera Cup Great Britain 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 went on to become a Porsche works driver. 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. In 2018 he won the 24 Hours Nürburgring for Porsche in the works 911 GT3 R, and throughout 2019 and 2020 he continued to race the Porsche RSR at the highest level of American Sports Car racing.

Ambrogio Perfetti was crowned champion for the Am category in the inaugural Cayman Islands Porsche Sprint Challenge Great Britain and this is what he has to say about his experience:

“Cayman Islands Porsche Sprint Challenge Great Britain has been the perfect step forward for my 2020 season, giving me a smooth transition from historic to modern racing. Rain or shine, the Porsche 718 Cayman GT4 Clubsport has been an absolute pleasure to drive and I am looking forward to many more memorable moments.”

Porsche Carrera Cup Great Britain

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Porsche Carrera Cup Great Britain

12 **Entering its nineteenth year in 2021 and with 333 races to its name, Porsche Carrera Cup Great Britain is still the fastest single marque GT racing championship in the UK and a firm fixture in every motorsport enthusiast's diary. Identical cars put driver skill firmly in the spotlight and a combination of close, thrilling racing and exceptional facilities for teams and drivers is a big draw.**

The championship has proved itself time and time again to be a springboard for drivers seeking different careers and accomplishments within the motorsport arena.

Many drivers desiring a career as a professional sportscar and GT racer have used Porsche Carrera Cup Great Britain as a launch pad. Former Porsche Carrera Cup Great Britain champions Charlie Eastwood, Richard Westbrook, Michael Meadows and Damien Faulkner have built careers as professional GT racers and 2012 Porsche Carrera Cup Great Britain runner-up Ben Barker continues to race a Porsche 911 RSR in the FIA World Endurance Championship. The 2018/2019 Porsche Junior Dan Harper now continues to build his career as a BMW Junior Team driver.

Drivers have progressed from Porsche Carrera Cup Great Britain into the British Touring Car Championship (BTCC), including double champion Dan Cammish, as well as Sam Tordoff, Tom Oliphant, Ollie Jackson, Tony Gilham, Glynn Geddie, Liam Griffin and Daniel Lloyd.

Nicholas Latifi, 2020 driver for the Formula 1® championship team Williams Racing, competed in Porsche Carrera Cup Great Britain in 2015.

Many previous champions have recently participated in the Porsche Mobil 1 Supercup at Silverstone, including former Porsche Great Britain Scholar and 2014 champion Josh Webster, 2018 champion Tio Ellinas, 2018 Rookie champion George Gamble, 2018 Pro-Am category champion Seb Perez and the 2018/2019 Porsche Carrera Cup Great Britain Junior Driver, Dan Harper – the youngest champion in Porsche Carrera Cup Great Britain history.

All these achievements emphasize the calibre of driver that Porsche Carrera Cup Great Britain continues to attract and support.

We continue to invest heavily in both drivers and teams and the following pages provide the highlights for what promises to be another adrenaline-fuelled championship in 2021.

“My two years as the Porsche Carrera Cup Great Britain Junior driver competing in Porsche Carrera Cup Great Britain were life changing. Joining the championship at 16 years old, I had a lot of learning and growing up to do to be able to fight for the title. The support from Porsche and the high level of competition in the championship allowed me to do this and I went on to win the championship in 2019. Since winning the title, I signed a factory contract with BMW Motorsport as part of their Junior Team and without competing in Porsche Carrera Cup Great Britain, I don't think this would have happened.”

Dan Harper, Porsche Carrera Cup Great Britain Junior 2018/2019 and 2019 Champion.



Fastest one-make car in Great Britain

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Our vision is to create the perfect race car and the 911 GT3 Cup brings us closer to achieving this. The car continues to prove itself faster, more durable, more efficient and safer than its predecessors. It is quite simply a pure-bred race car and a precision instrument for the race track.

Developed from scratch, the engine offers even greater power output than the previous models, achieving peak speeds of approximately 170 mph. The four-litre six-cylinder boxer engine delivers up to 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.

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.

With over 4,000 sold, the 911 GT3 Cup is still the number one sports racing car among motorsports teams and drivers. It competes in prestigious racing events around the world including GT racing championships and endurance races. Delivering incredible performance, it is also the most equal car in motorsport, clearly demonstrating individual driver skill and nerve.

"The 911 GT3 Cup is exciting to drive and provides the challenge you would expect from the car used in the UK's fastest one-make championship. It's a car that provides plenty of feeling and demands the best of your driving abilities throughout a lap. I have found it incredibly rewarding to drive; the sense of satisfaction and achievement when you hook everything together for a great lap is second-to-none."

Matthew Graham, Pro driver and 2020 Porsche Carrera Cup Great Britain Rookie Champion



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2021 race calendar

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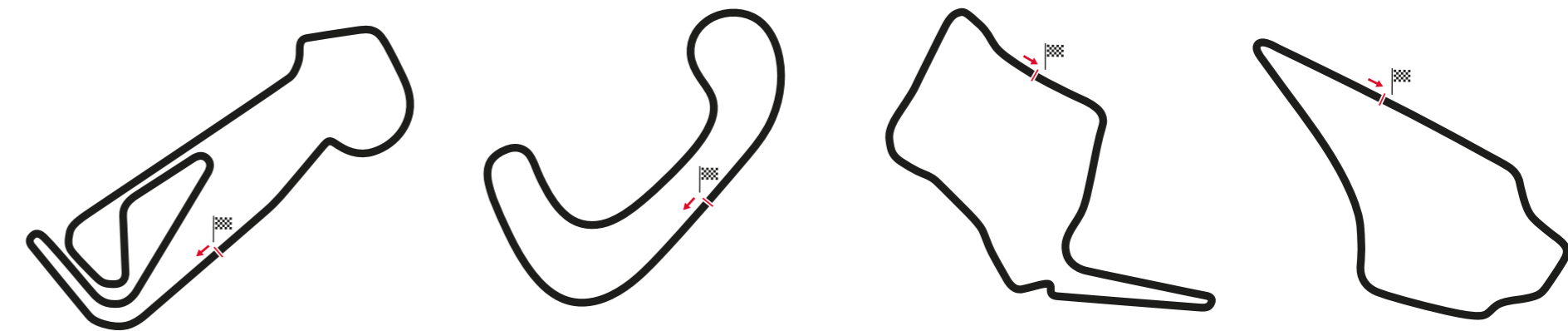
Porsche Carrera Cup Great Britain remains an important part of the TOCA package supporting the BTCC, which has provided a home for the championship since its inception in 2003.

Porsche Carrera Cup Great Britain will once again race exclusively with TOCA in 2021. The increased national television coverage of the TOCA weekends by ITV4 will, in turn, increase exposure for all our teams, drivers and sponsors.

The 2021 championship will start at Snetterton on the 300 circuit.

The remaining rounds will take place at a selection of the UK's most prestigious race circuits, with the final race weekend taking place at the world-famous Brands Hatch (Grand Prix) circuit. Each circuit will present drivers with different challenges to test them to the limit.

Following continued positive feedback from both drivers and teams, Porsche will again arrange Porsche Exclusive Test Days throughout the year at different circuits. The cost of these tests is included in the season entry fee.

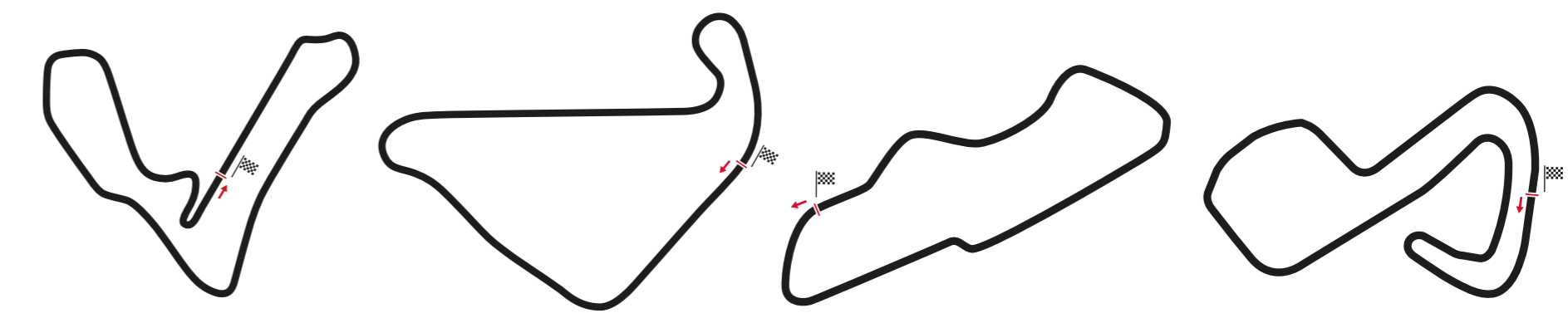


Rounds 1 and 2
Snetterton (300)
14-16 May

Rounds 3 and 4
Brands Hatch (Indy)
11-13 June

Rounds 5 and 6
Oulton Park (Island)
30 July-1 August

Rounds 7 and 8
Knockhill
13-15 August



Rounds 9 and 10
Croft
17-19 September

Rounds 11 and 12
Silverstone (National)
24-26 September

Rounds 13 and 14
Donington Park (National)
7-10 October

Rounds 15 and 16
Brands Hatch (Grand Prix)
22-24 October

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

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Young Driver Development Programme

The Young Driver Development Programme continues in 2021, providing several key benefits in addition to just financial reward.

The Rookie Championship operates its own separate points table within the championship, as has traditionally been the case since its introduction in 2015, and eligible drivers will continue to be drawn from all three of the core championship categories: Pro, Pro-Am and Am. Any rewards on offer to Rookie competitors will be in addition to any received as part of participation in the core categories. The end-of-season prize fund for the Rookie category is set at a generous £35,000 and the breakdown is as follows:

First prize	£20,000
Second prize	£10,000
Third prize	£5,000

In addition, an exclusive Tag Heuer Chronograph wristwatch will be awarded to the driver who accumulates the highest number of fastest laps over the season.

The delivery of some or all of this programme will be subject to the relevant regulations and best practices.

The Young Driver Development Programme reflects a drive to assist talented young drivers as they make their way up the Porsche Motorsport Pyramid Great Britain. In addition to tackling the challenge of financial barriers, the programme takes a more holistic approach to supporting young drivers. In association with Michelin, the Young Driver Development Programme will provide twelve slick Michelin tyres plus technical training from Michelin on how to get the best from them in a Michelin 'Tyre Masterclass'. The Porsche Carrera Cup Great Britain Technical Team will be on hand throughout the season to offer competitors in the Young Driver Development Programme data support for insights into their driving performance and the key dynamics of their 911 GT3 Cup. Completing the package of on-track support will be a programme at the Porsche Human Performance Centre. The expert team in the state-of-the-art Silverstone facility provide guidance and training in all aspects of physical and mental preparation, from diet, to training, to reaction times. Off track, eligible drivers will benefit from media training sessions, while bespoke Porsche team kit will mark them out in the paddock.

To take part in this programme, drivers will need to be under 25 years of age on 1 March 2021 and cannot have competed in any Porsche Carrera Cup for more than one round or the Porsche Mobil 1 Supercup. Competitors can enter from any of the three categories: Pro, Pro-Am or Am. Drivers must register and participate in all races during the 2021 season to be eligible for the Young Driver Development Programme and end-of-season prize money.

Porsche Carrera Cup Great Britain Junior 2020/2021

Running since 2008, the hugely successful Porsche Carrera Cup Great Britain Junior programme strives to find the best young racing talent. The programme continues in 2021 with the current Porsche Carrera Cup Great Britain Junior, Harry King in his second and final year.

19-year old Harry King took over the coveted role from Dan Harper and follows in the footsteps of Charlie Eastwood and Josh Webster, who both won Porsche Carrera Cup Great Britain honours before embarking on careers in international motorsport. Harry joined fellow candidates at the Porsche Experience Centre at Silverstone, where they were put through their paces on and off the track. For not only does the Porsche Carrera Cup Great Britain 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.

It has been an incredible year for Harry, culminating with the title of Porsche Carrera Cup Great Britain Champion 2020. He is the first Porsche Carrera Cup Great Britain Junior to claim the title in their first year of the programme since Josh Webster in 2014.

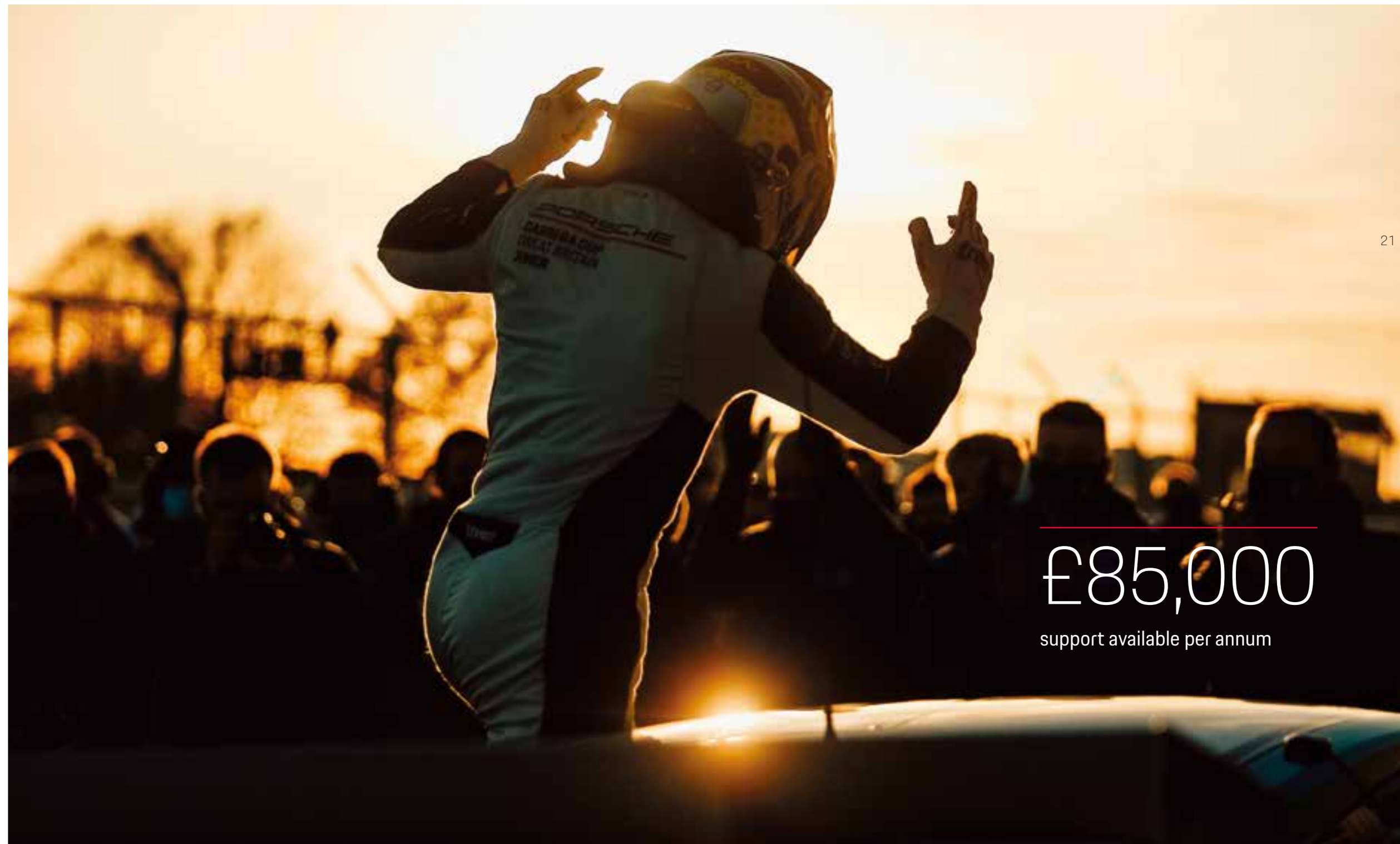
In addition to the racing calendar, the Porsche Carrera Cup Great Britain Junior would normally attend high profile events such as the Goodwood Festival of Speed and other networking events that aid future exposure.

The Porsche Carrera Cup Great Britain Junior benefits from a generous contribution of £85,000 per annum for two years towards their racing budget, support from Porsche Motorsport Engineers, specialist media training and a full fitness programme with the Porsche Human Performance team.

“Having a car manufacturer support you in motorsport is a big deal, but a brand such as Porsche is what dreams are made of. I can honestly say that completing my first year of a two year programme as the Porsche Carrera Cup Great Britain Junior has been the most incredible experience and has surpassed my wildest expectations. I feel a great sense of pride and privilege to have this unique title in motorsport, and still being a teenager, it’s quite a surreal feeling.

The highlights of 2020 for me would, of course, be claiming the championship in my debut season with 12 wins, but also my first visit to Goodwood SpeedWeek. This was an experience I won't forget and something I wouldn't have the opportunity to do without Porsche. I have received a lot of support and tutoring throughout my debut season that I think has really accelerated my understanding of the 911 GT3 Cup. I'm keen to get back out there in 2021 and build on our success from this year.”

Harry King, Porsche Carrera Cup Great Britain Junior 2020/2021 and 2020 Champion



£85,000

support available per annum

Race formats

In 2021 we will continue the partial reverse grid for race two on each championship weekend.

Race 1

Each driver's fastest qualifying time will determine their place on the starting grid.

Race 2

The finishing order of the first race will still determine the starting grid for the second race of each weekend. Similar to last year, if a driver does not finish in Race 1, they will now start behind the last race-finisher within their category, and not at the back of the entire grid. The reverse grid format works as follows:

- The winner of Race 1 selects a number between four and six 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 continue to have standing starts.



2021 points structure

The points allocation system, consistent across all categories, remains in place to ensure the best driver wins.

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

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

Additional points

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

Drivers will be awarded one championship point for setting the fastest lap of each race, within their category.

Weekend prize money allocation

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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 which is why, for 2021, Porsche Carrera Cup Great Britain is again offering incredible weekend prize money.



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For 2021, the distribution of the race weekend prize money remains the same for the Pro and Pro-Am categories. The Pro category will continue to be weighted towards Race 1 results, similar to the Pro points distribution.

Finishing position	Pro – Race 1	Pro – Race 2	Pro – Am
1st	£1,500	£1,200	£1,000
2nd	£1,200	£1,000	£700
3rd	£1,000	£700	£500



Exceptional championship prizes

For 2021, the total championship prize pot remains extremely generous and the Pro category Porsche Carrera Cup Great Britain Champion will win £25,000.

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 2021, the Pro, Pro-Am, Am and Team champions will experience this transfer first-hand, by winning the use of a Porsche for one year.

For 2021, four Tag Heuer Chronograph wristwatches will be awarded at the end of the year, one for each driver with the highest number of fastest laps per category.

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

Pro	
1st	£25,000 plus a Porsche for the year*
2nd	£15,000
3rd	£10,000

Pro-Am	
1st	£7,000 plus a Porsche for the year*
2nd	£4,000
3rd	£2,000

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

*Subject to conditions.

Registration fees

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Registration fees for Porsche Carrera Cup Great Britain 2021 are as follows:

Category	Registration fee
Pro	£18,350 plus VAT
Pro-Am	£18,350 plus VAT
Am	£13,350 plus VAT

For the 2021 season, each driver will be provided with a Racelogic VBOX Video HD2 which will be totally synchronised to their car and can be used in testing and practice sessions. New for 2021, all drivers will receive their Race 1 footage in addition to their footage from Qualifying. In addition, Racelogic will provide pre-season training and specialist support. The equipment will again be used to make more informed decisions during judicial enquiries.

Included within the registration fee, is the use of a MRTC radio system for the car. On a race weekend this will be used solely by the Clerk of the Course to give drivers safety instructions, but teams will be free to use it as car-to-pit wall communications at all other points throughout the season.



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Early registration rewards

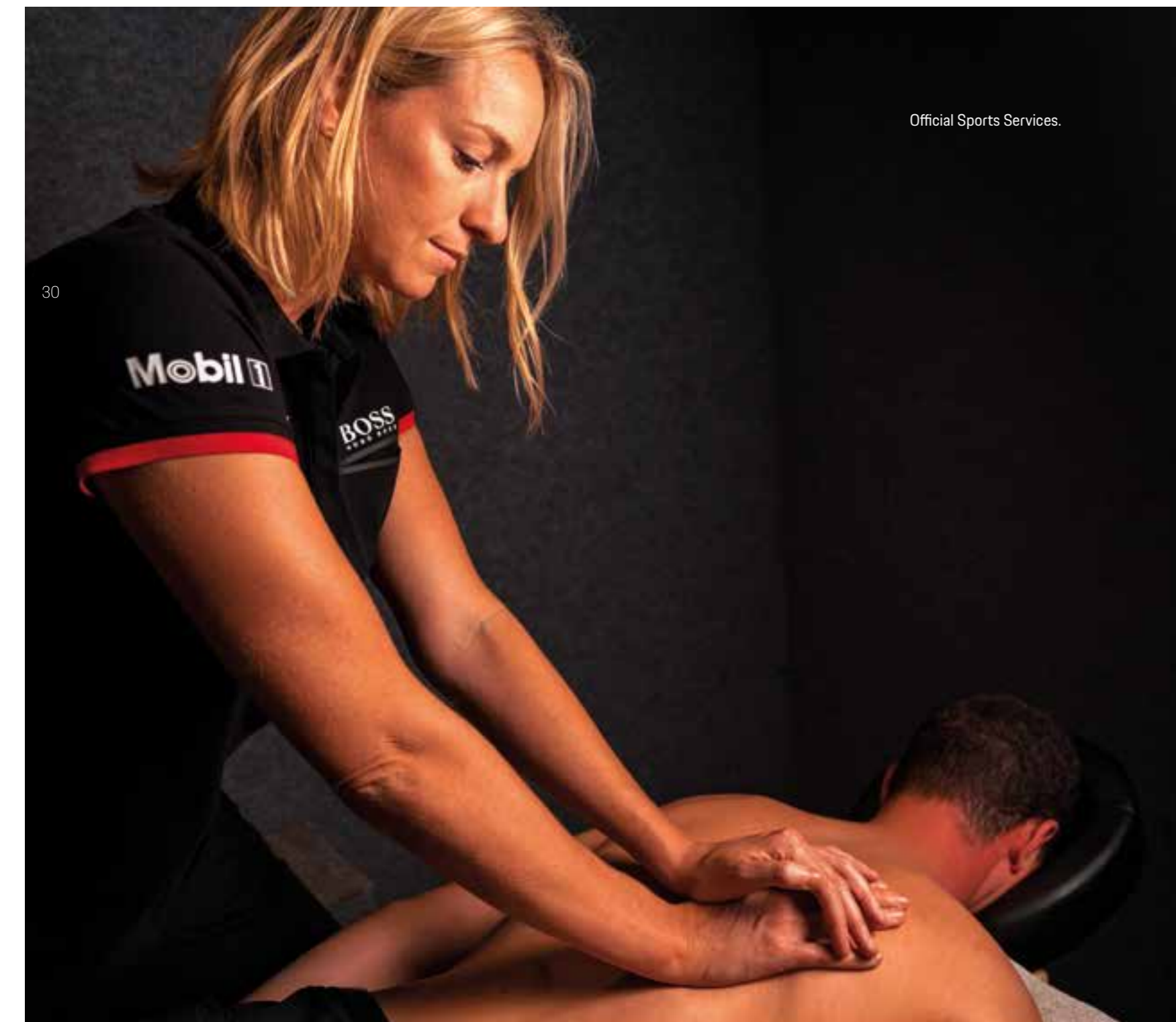
For 2021 we offered substantial benefits to drivers who returned their completed registration form and paid their registration fees early.

Any driver who registered before 31 December 2020 will receive £4,000 within two weeks of the last round of the 2021 season.

Any driver who registers before 22 February 2021 will receive £2,500.

Date of confirmed entry to championship	Value of reward
31 December 2020	£4,000
22 February 2021	£2,500

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Carrera Cup Great Britain 2021 season unless Porsche agrees they are unable to compete in one or more races due to circumstances outside their reasonable control.



First-class driver well-being

The most important part of any Porsche is the driver. Porsche Carrera Cup Great Britain 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 including Technogym and 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 welcome back Official Sports Services who will be on hand at all our events to provide driver support. This includes everything from sports massage and injury treatment, such as taping and strapping, to working with drivers on simple warm-up and stretching exercises.

The delivery of some or all of this programme will be subject to the relevant regulations and best practices.

Extensive team support

32

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.



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Team Cayenne 2021

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 Porsche Cayenne for the duration of the season, liveried with the Porsche Carrera Cup Great Britain logo and team logo. Talk to us to find out more about Team Cayenne.



Porsche Carrera Cup Great Britain Race Centre

The Porsche Carrera Cup Great Britain Race Centre continues to prove popular with drivers, teams and guests.

At the heart of the racing action, the Race Centre is spacious with wonderful facilities, offering mouth-watering catering. Perfect for entertaining guests and sponsors or simply to relax in, it is open from Friday morning to Sunday afternoon at every championship round.

“The Race Centre provides a hub where guests can mingle with the teams and drivers while enjoying high level hospitality. This gives a feeling of being part of the race weekend.

Not all guests are hardened race fans so the opportunity to watch the races in the comfort and buzz of the Race Centre on the big screens is a bonus. The customers that return year after year is a testament to the renowned hospitality Porsche offers at the circuit.”

Tim Hoare, Michelin Motorsport Manager UK & ROI

The delivery of some or all of this programme will be subject to the relevant regulations and best practices.



Nationwide exposure and awareness

36

For 2021, Porsche Cars Great Britain is continuing to invest heavily in activating Porsche Carrera Cup Great Britain 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 and a photographer providing free access to all images at every race weekend.

"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 2020

Porsche Carrera Cup Great Britain received extensive live coverage on ITV4 and, new for this year, ITV2. The championship also featured in dedicated highlight programmes in the Motorsport UK series.

Full coverage is available online at www.itv.com/btcc/races after it has been broadcast on TV.

Cumulative audience	1,954,700
Broadcast duration	26:14:51
No. of broadcasters	1
No. of broadcasts	50
TV and streaming exposure	45 hours

Oulton Park received peak live viewing at 251,000 viewers.



Streaming

The championship was streamed to a cumulative audience of 82,000 during three broadcasts.

Cumulative audience	82,000
Broadcast duration	00:25:39
No. of broadcasters	1
No. of broadcasts	3

TV and streaming coverage figures have been provided by Nielsen Sports. For further information, please contact the Porsche Motorsport Great Britain Team.



Digital and social media

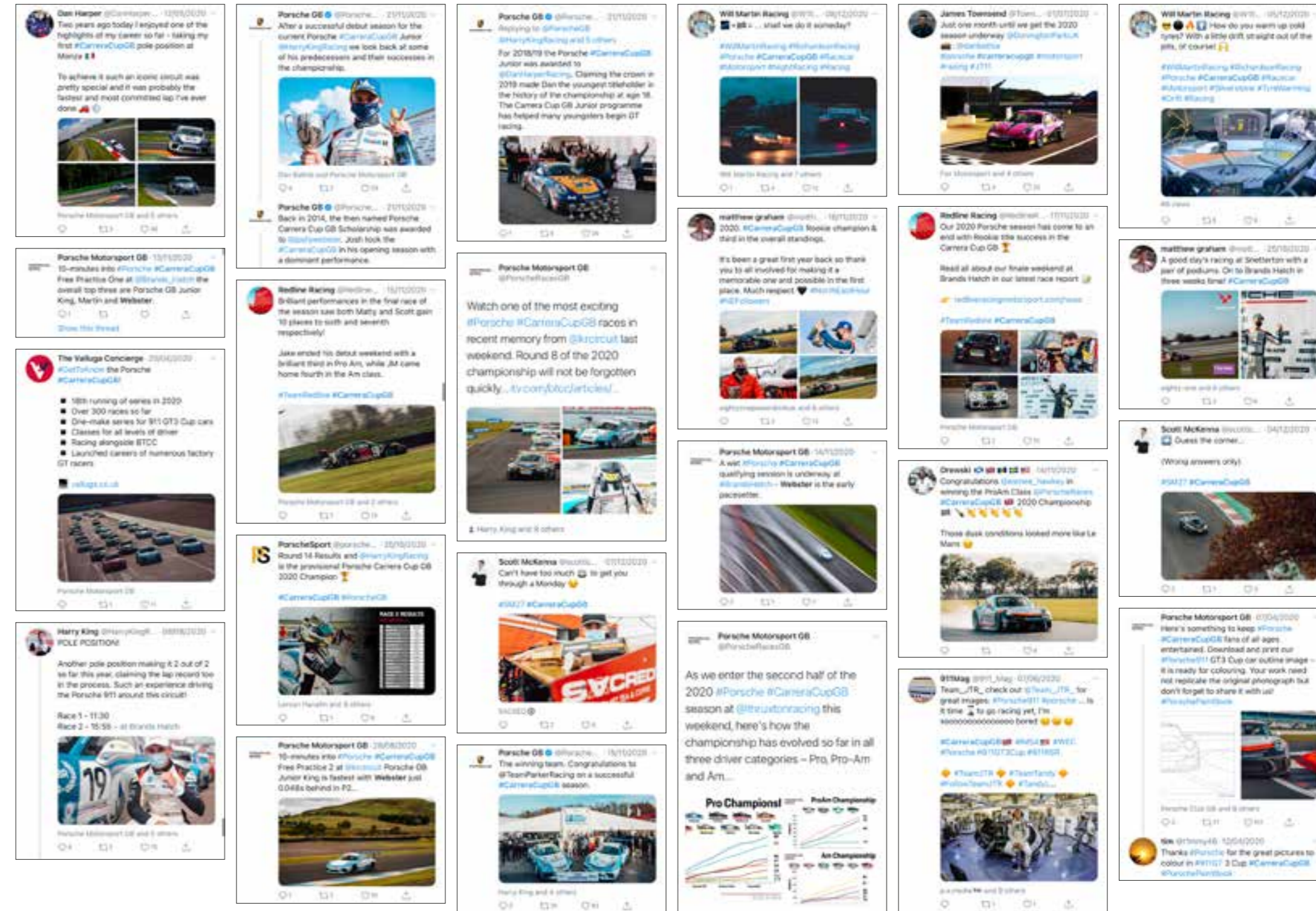
The explosion of digital communications and social media has further heightened exposure of and publicity for Porsche Carrera Cup Great Britain.

Our main porsche.co.uk site receives over **2,600,000** unique users per annum and the dedicated porsche.co.uk/carreracupgb page boasts over **110,000** page views per annum. This features up-to-the-minute news, race reports, images, video and audio.

We have **11,775,615** Facebook, **1,800,000** Twitter and **23,000,000** Instagram global followers and nationally, we have **62,286** LinkedIn followers.*

For every race weekend, two videos are now uploaded to YouTube: Friday On-Board and Race Highlights. During every race weekend test day, we create an on-board video of a selected driver talking through a lap of the track, bringing the thrill of the driving seat straight to YouTube viewers that evening. After each race weekend, we create a short highlights video which is also uploaded to YouTube.

*Porsche global Facebook, global Twitter, Instagram global and UK plus LinkedIn UK reach as of December 2020.





Media service

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

Porsche Carrera Cup Great Britain regularly receives coverage in Autosport (**12,500*** weekly readers), Motorsport News (**6,700*** weekly readers), Porsche Post (**23,000** monthly readers) and Race Day programmes (**30,000** total annual readership). The championship also features on www.thecheckeredflag.co.uk which attracts **155,000** unique visitors and an average of **410,000** page views per month.

*Figures correct at time of print.

Event spectators

Porsche Carrera Cup Great Britain is one of the largest live spectator events in British motorsport, with crowds to rival Premier League football matches. Although the championship took place behind closed doors in 2020, an estimated **260,000** people travelled to watch a race at their favourite circuits in 2019.

Christophorus

Approximately **39,000** Porsche owners receive this bi-monthly Porsche magazine and there are Porsche Carrera Cup Great Britain updates in each edition.

Partnerships

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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.

Sponsoring a driver or team in Porsche Carrera Cup Great Britain can generate up to £190,000 worth of media exposure for a brand through the championship's television exposure alone.



TAG Heuer



"SACRED has been involved with Porsche Carrera Cup Great Britain for over 10 years. Since joining the championship, the combination of a strong brand, the iconic 911 and an excellent media package has consistently offered an ideal platform for SACRED to build its presence. First-class hospitality and a great day out make inviting and hosting guests an absolute pleasure. The partnership has also proven to be a foundation for growth into the wider, international world of Porsche Motorsport."

Tubbs Wanigasekera, Managing Director, SACRED

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Highlights from Porsche Carrera Cup Great Britain 2020

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The Porsche Motorsport Great Britain Team would like to thank every driver and team for their incredible commitment to the 2020 championship.



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Cayman Islands Porsche Sprint Challenge Great Britain

Cayman Islands Porsche Sprint Challenge Great Britain

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In 2020, the new championship proved itself to be every bit as exciting as it promised to be. For 2021, we have fine-tuned it to make it even better.

We anticipate strong grid numbers throughout the new season, creating close and thrilling racing between those teams already familiar with Porsche and a number of new teams.

The Pro and Am categories will compete in identical Porsche 718 Cayman GT4 Clubsport cars, pushing driver skill firmly into the spotlight. While both will race on the same grid, each category will have its own points structure and championship table.

“Cayman Islands Porsche Sprint Challenge Great Britain has quickly established itself as a premium yet accessible championship in the British motorsport arena. The two categories are tailored for ambitious professional drivers looking to make a career in motorsport, and amateur drivers who want to enjoy a fast, competitive championship that offers a level playing field. Porsche Motorsport GB prides itself on a philosophy of continuous evolution, and we look forward to welcoming new teams and drivers to the Porsche Motorsport family in 2021 and beyond.”

**Ian Fletcher, Assistant Manager, Motorsport
Cayman Islands Porsche Sprint Challenge Great Britain Championship Coordinator**

Providing a new entry point to the Porsche Motorsport Pyramid Great Britain, the 2021 championship will, once again, offer exceptional end-of-season prizes, lots of national media exposure, including TV and online live streaming coverage, and greater sponsorship opportunities.

We look forward to welcoming all our drivers, teams and sponsors to Cayman Islands Porsche Sprint Challenge Great Britain 2021.



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Porsche 718 Cayman GT4 Clubsport

The Porsche 718 Cayman GT4 Clubsport represents pure motorsport. Its character, well-balanced performance and high level of agility ensures an addictive racing experience at every championship round.

"Cayman Islands Porsche Sprint Challenge Great Britain was a natural fit for me as I own several Porsche GT road cars. I had only competed in two 750 Motor Club races in the past so 2020 was my first full season of motorsport. The 718 Cayman GT4 Clubsport is a great car to start racing in as its driver aids allowed me to race competitively with my fellow Am category competitors from the start – the spread of driving talent on the grid together with the car's excellent driving dynamics means there is competition for drivers at all levels."

John Westbrook, Am driver

"Having competed in Porsche Carrera Cup Great Britain, I have experience of driving the 911 GT3 Cup so the move across to the 718 Cayman GT4 Clubsport was particularly interesting for me. The car is fast, challenging and enjoyable to drive. As a Pro category driver, the option to turn off any driver aids – such as Stability Management and ABS – gives me full control when I want it. The racing at the front was always close and exciting!"

Tom Jackson, Pro driver

The Porsche 718 Cayman GT4 Clubsport is powered by a mid-mounted 3.8-litre flat-six engine, delivering 425 hp at 7,500 rpm and 425 Nm at 6,600 rpm. Drive is transmitted to the rear wheels through a six-speed Porsche Doppelkupplung gearbox, optimised for racing.

The Porsche 718 Cayman GT4 Clubsport features:

- Adjustable brake bias system
- Integrated air jack system
- Porsche Stability Management (PSM) with ABS, Electronic Stability Control (ESC) and Traction Control (TC)
- Recaro race bucket seat, adjustable to the driver
- Welded-in roll cage (certified to FIA Art. 277) and roof access hatch (certified to FIA Art. 277)
- 115-litre safety fuel tank
- Quick-release racing steering wheel adapted from the 911 GT3 R
- Automatic fire extinguisher

Race calendar 2021

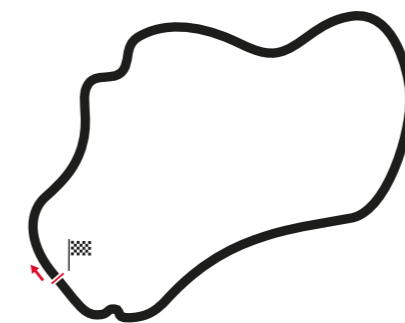
In 2021, the championship will run over six exciting race weekends at some of the UK's most prestigious circuits, including Silverstone and Brands Hatch.

The season opens at Thruxton as part of the TOCA race weekend. Both Thruxton and Oulton Park are new circuits to the championship.

The race calendar links to different levels of the Porsche Motorsport Pyramid Great Britain, whilst providing maximum commercial exposure. The weekend alongside Porsche Club Motorsport at Oulton Park will give prospective graduates a flavour of the championship, whilst the rounds supporting British GT and BTCC will bring live streaming and national television coverage respectively. This will continue to secure the championship's place at the forefront of British motorsport.

For drivers looking to progress up the Porsche Motorsport Pyramid Great Britain, the TOCA race weekends will offer an insight into the environment of Porsche Carrera Cup Great Britain.

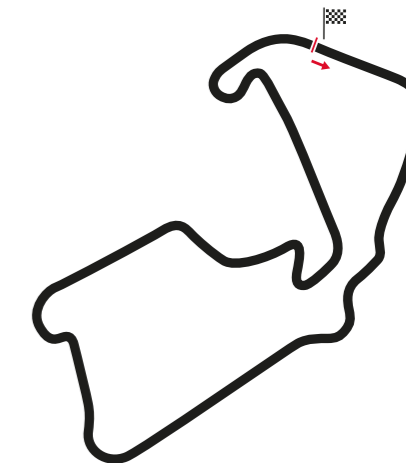
Cayman Islands Porsche Sprint Challenge Great Britain and Porsche Carrera Cup Great Britain race dates will run over separate weekends, throughout the season, further distinguishing them as two clear and distinct Porsche Great Britain championships.



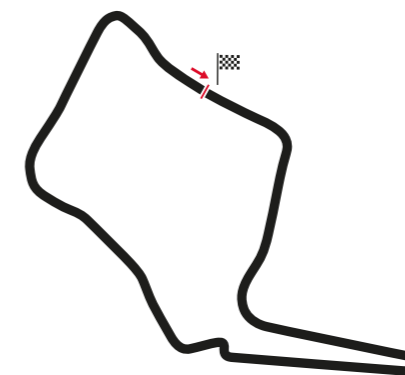
**Rounds 1 and 2
Thruxton**
8–9 May (8 April test day)



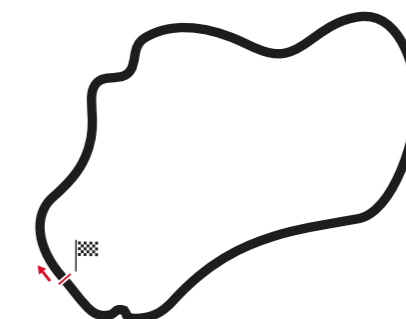
**Rounds 3 and 4
Brands Hatch (Grand Prix)**
22–23 May



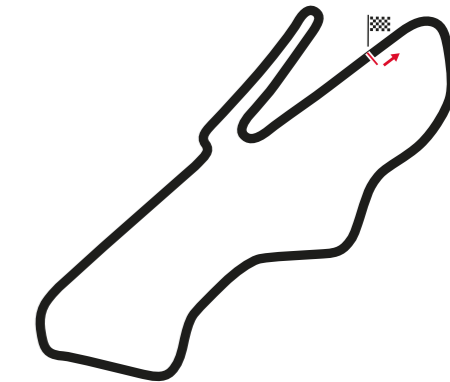
**Rounds 5 and 6
Silverstone (Grand Prix)**
26–27 June



**Rounds 7 and 8
Oulton Park**
3 July



**Rounds 9 and 10
Thruxton**
28–29 August (27 August test day)



**Rounds 11 and 12
Donington Park (Grand Prix)**
16–17 October

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

Exciting race package

From the end-of-season prize money to the level of support available throughout the championship, great care has been taken to create a race package which offers much more than just financial reward.

Prize money

Porsche continues its tradition of offering unprecedented prize money for the level of motorsport in which it operates in the UK.

The end-of-season prize money for each category is as follows:

	Pro Category	Am Category
1st	£10,000	£8,000
2nd	£5,000	£4,000
3rd	£3,000	£2,000

Holiday to the Cayman Islands

In association with our title sponsor, Cayman Islands Department of Tourism, the Pro and Am champions will also win a holiday for two to the tropical Cayman Islands.*

*For information on the Cayman Islands, please visit: www.visitcaymanislands.com

Technical and parts support

A Porsche Motorsport technical representative will be present at each race weekend and day-to-day technical assistance will be provided by Manthey Racing. In addition, Porsche Motorsport parts will be available at each race weekend.

Racelogic VBOX Video

Each driver will be provided with a Racelogic VBOX Video HD2 for the season, completely synchronised to their car. All drivers will continue to receive their footage from Qualifying and the equipment will be used to make more informed decisions during any judicial enquiries. Racelogic will provide pre-season training and specialist support.

Michelin tyre raffle

During the drivers' briefing at each race weekend, one lucky driver will have their name drawn to receive a free set of four tyres for that race weekend.

Porsche Race Centre

Drivers, teams and their guests will benefit from a dedicated race centre, providing first-class hospitality across the six weekends.

The delivery of some or all of this programme will be subject to the relevant regulations and best practices.

"I really like what has been created with Cayman Islands Porsche Sprint Challenge Great Britain. It is accessible, competitive, well-organised and a great championship to be a part of. The cars are awesome to drive and they look amazing! This championship will grow from strength to strength, so I am proud to have become champion in the inaugural season. There is good camaraderie in the paddock between all the drivers and teams which is great to see and I am excited to see what 2021 brings for the championship."

James Dorlin, Pro Champion, 2020



£10,000

top cash prize



Championship registration

Registration fees

The Cayman Islands Porsche Sprint Challenge Great Britain 2021 registration fee for both the Pro and Am categories is £12,000 plus VAT.

Early registration rewards

For this championship, we are also offering benefits to drivers who return their completed registration form and pay their registration fees early.

Date of confirmed entry to championship	Value of reward (paid back at the end of the season)
31 December 2020	£2,000
22 February 2021	£1,000

To qualify for early registration rewards, drivers must compete in all rounds of Cayman Islands Porsche Sprint Challenge Great Britain 2021.

Extensive team support

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For last year's inaugural championship, we welcomed teams that already race with Porsche and new teams alike. Talk to them to find out about their experience of the 2020 season.

"The introduction of Cayman Islands Porsche Sprint Challenge Great Britain has worked very well and has provided a fantastic environment for drivers to race in a very close and competitive one-make championship. To win the prestigious Team Championship along with the Am Class and Professional Class titles was very pleasing given the quality of the championship. 2021 will see the championship grow and we will be back for sure!"

Nick Dudfield, IN2 Racing (2020 Team Championship Winner)



Media awareness

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TV coverage in 2020

Cayman Islands Porsche Sprint Challenge Great Britain received live coverage on ITV4.

Cumulative audience	149,900
Broadcast duration	1:25:23
No. of broadcasters	1
No. of broadcasts	2
Global TV and streaming exposure	5 hours



Streaming

The championship was streamed to a cumulative audience of almost 83,000 during six broadcasts.

Cumulative audience	82,990
Broadcast duration	3:22:11
No. of broadcasters	1
No. of broadcasts	6

TV and streaming coverage figures have been provided by Nielsen Sports. For further information, please contact the Porsche Motorsport Great Britain Team.



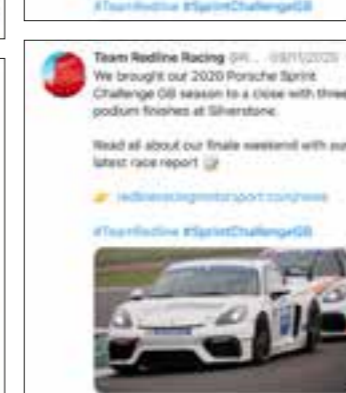
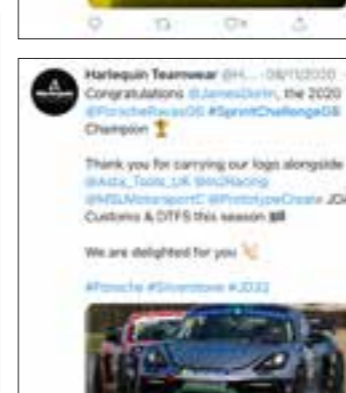
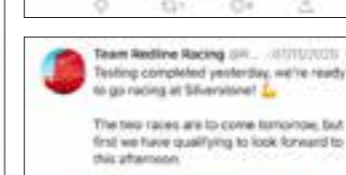
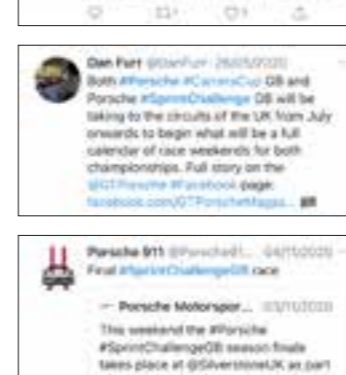
Digital and social media

Porsche enjoys a massive online following which boosts exposure of and publicity for Cayman Islands Porsche Sprint Challenge Great Britain.

Our main porsche.co.uk site receives over **2,600,000** unique users per annum and the dedicated www.porsche.com/uk/motorsportandevents/porschesprintchallengegb page features up-to-date news, race reports, images, video and audio.

We have **11,775,615** Facebook, **1,800,000** Twitter and **23,000,000** Instagram global followers and, nationally, we have **62,286** LinkedIn followers.*

*Porsche global Facebook, global Twitter, Instagram global and UK plus LinkedIn UK reach as of December 2020, on which selected Cayman Islands Porsche Sprint Challenge Great Britain content is posted.



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Media service

Cayman Islands Porsche Sprint Challenge Great Britain enjoys a presence in both print and web media thanks to its trackside service. Key members of the media are provided with an updated championship media guide throughout the season and press releases are regularly distributed to motorsport and regional press contacts.

In 2020, Cayman Islands Porsche Sprint Challenge Great Britain received coverage in Evo (**21,800*** monthly subscribers) and Motorsport Magazine (**16,700*** monthly subscribers). The championship also featured on www.pistonheads.com which attracts over **4,600,000**** visits per month and www.drivetribe.com which attracts over **2,200,000**** visits per month.

Christophorus

Approximately **47,000** Porsche owners receive this bi-monthly Porsche magazine and there are Cayman Islands Porsche Sprint Challenge Great Britain updates in each edition.

*2019 figures.
**Figures correct at time of print.

Partnerships

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This championship not only provides the opportunity for sponsors to create synergy between their brands and the Porsche marque, it offers a platform for both business-to-consumer and business-to-business activities.

The first season generated plenty of media awareness around the championship through television and social media coverage. This, in turn, will lead to more exposure for partners over the 2021 season. In addition to brand exposure, the championship will include opportunities for PR, customer communications, product placement, race weekend hospitality and display cars for sponsors' own events.

“Both Porsche and the Cayman Islands share a similar brand ethos with the same customer groups striving for a luxury experience, but with a range to suit the whole family demographic. The launch of the partnership with Cayman Islands Porsche Sprint Challenge Great Britain offered us brand exposure to individuals with an affinity for luxury and reflects perfectly the Cayman Islands 'luxury with a sense of adventure' product. The three islands of Grand Cayman, Cayman Brac and Little Cayman all provide an escape from the norm, a sentiment also embodied by Porsche.”

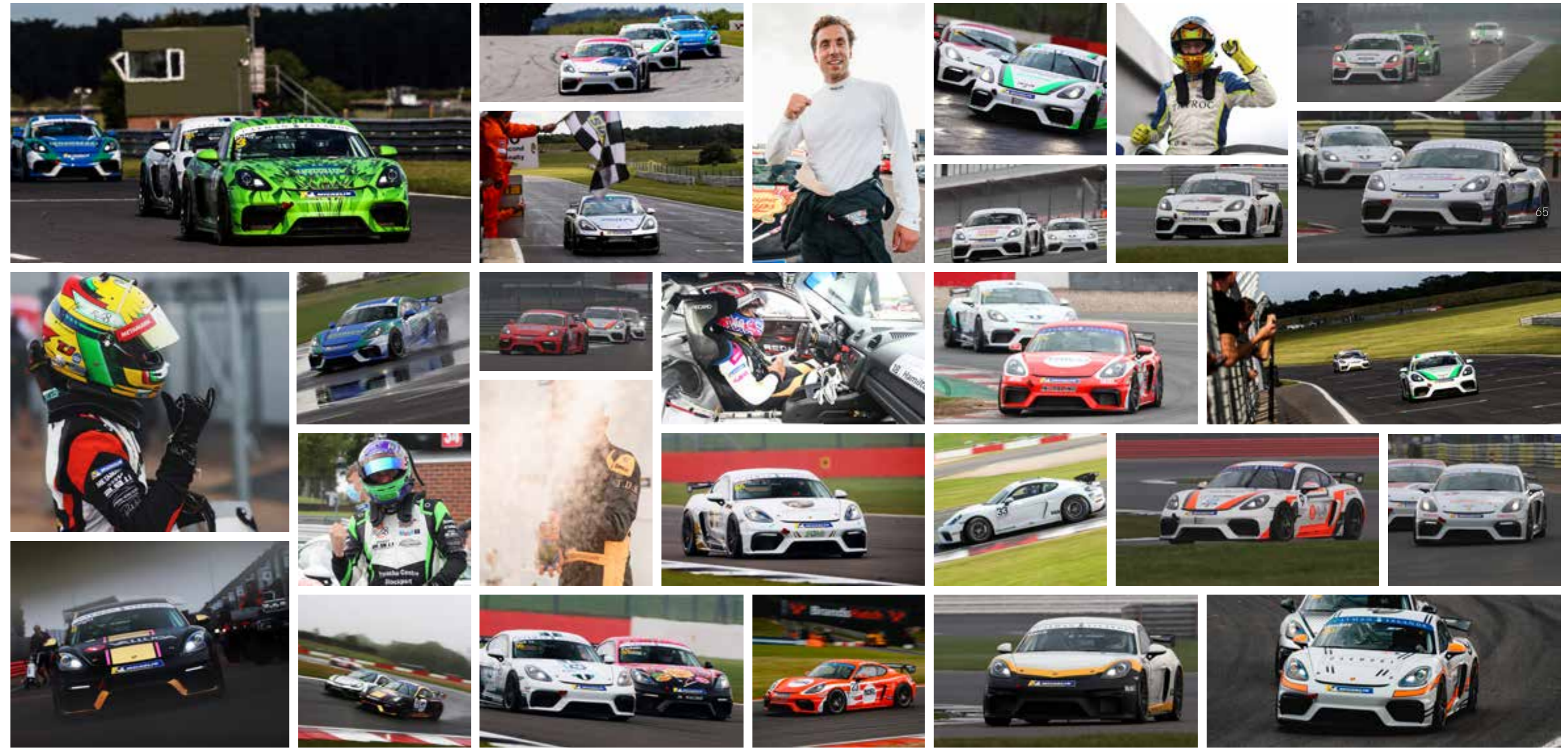
**Adrian White, Regional Manager
Europe Cayman Islands Department of Tourism**

TITLE SPONSOR



Highlights from Cayman Islands Porsche Sprint Challenge Great Britain 2020

The Porsche Motorsport Great Britain Team would like to thank each driver and team for taking part in this exciting new championship and for their continued support throughout 2020.





We look forward to welcoming you to our Porsche Motorsport Great Britain Championships in 2021. For more information regarding any aspect of Porsche Carrera Cup Great Britain or Cayman Islands Porsche Sprint Challenge Great Britain, please contact:

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