

PORSCHE

CARRERA CUP
GREAT BRITAIN

PORSCHE

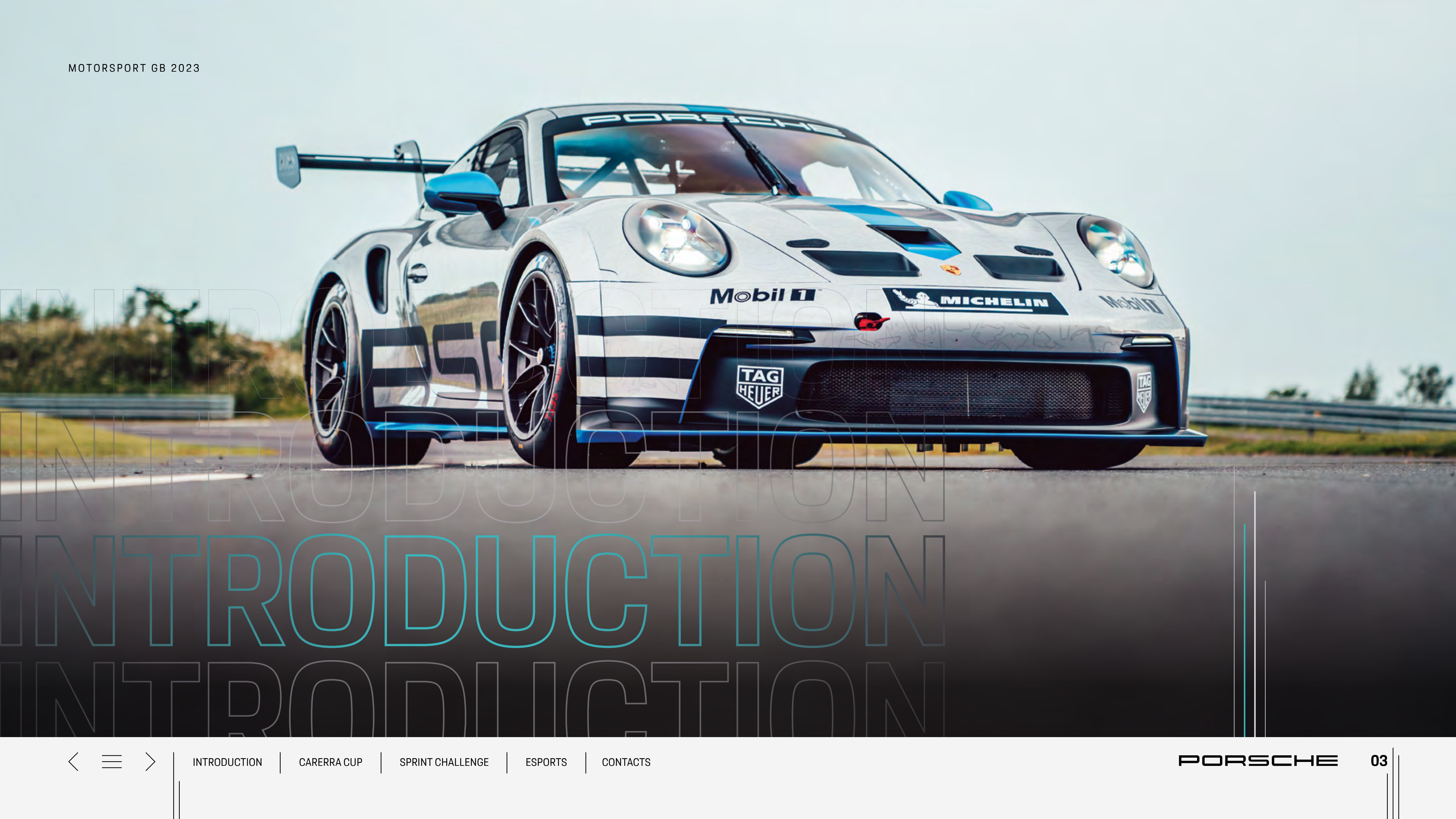
SPRINT CHALLENGE
GREAT BRITAIN

PORSCHE

ESPORTS CARRERA CUP
GREAT BRITAIN







Welcome

This year we celebrate the 75th anniversary of Porsche and the 60th anniversary of our iconic 911. Racing is at the heart of Porsche and everything we do. When you compete with Porsche you become part of our extended family, one with an unparalleled history and passion for motorsport.

The Porsche Motorsport Pyramid enables professional and amateur drivers to fulfill their dreams on the racetrack. From the World Endurance Championship, and Formula E, to track experiences at the Porsche Experience Centre, and within the virtual world of Esports. Porsche is synonymous with motorsport at every level.

2022 saw Porsche Cars Great Britain enjoy another busy and exciting year of action on road and track. The 20th milestone season of Porsche Carrera Cup GB and the third of Porsche Sprint Challenge GB both delivered exceptional entertainment. 2023 will continue to build on this success with a full calendar of racing taking place throughout the year.

Porsche Carrera Cup GB continues to evolve for 2023, keeping key dynamics that have made it so popular with fans and drivers over the years. Meanwhile, Porsche Sprint Challenge GB, the championship for the 718 Cayman GT4 Clubsport, moves up a gear. In 2023 the championship joins the TOCA package, racing exclusively in support of the British Touring Car Championship with an exciting calendar of 18 races.

On four occasions, both championships will appear on the same schedule, meaning fans will see the largest Porsche presence yet on a TOCA weekend – broadcast live on ITV4. Nurturing young racing talent is important for Porsche Motorsport and 2023 sees Porsche Carrera Cup GB Junior, Adam Smalley, enter his second year with us.

Our successful Junior Programme sits alongside the Young Driver Development Programme, and both initiatives deliver a comprehensive package for driver development on and off track.

Whether you are new to Porsche, or returning for another season, we look forward to welcoming you to the grid in 2023.

Lee Wilford
Director, Marketing
Porsche Cars Great Britain



CONTENTS		POR
INTRODUCTION		Pors
Why Porsche?	06	Fast
Porsche Motorsport Pyramid	07	202
		Pors
		Your

INTRODUCTION	
Why Porsche?	06
Porsche Motorsport Pyramid	07

PORSCHE CARRERA CUP GB

Porsche Carrera Cup Great Britain	09
Fastest one-make GT racing car in Great Britain	10
2023 Race Calendar	11
Porsche Carrera Cup Great Britain Junior 2023/24	12
Young Driver Development Programme	13
Race formats	14
Weekend prize money allocation	15
Exceptional championship prizes	16
Registration fees	17
First-class driver well-being	18
Extensive team support	19
Team Cayenne 2023 and Porsche Carrera Cup GB Race Centre	20
Nationwide exposure and awareness	21
Media awareness	21
Media service	22
Partnerships	23
Highlights from Porsche Carrera Cup GB 2022	24

PORSCHE SPRINT CHALLENGE GB

Porsche Sprint Challenge GB	26
Porsche 718 Cayman GT4 Clubsport	27
2023 Race Calendar	28
Exciting race package	29
Championship registration	30
Extensive team support	31
Championship hospitality	32
Media awareness	33
Partnerships	34
Highlights from Porsche Sprint Challenge GB 2022	35

PORSCHE ESPORTS CARRERA CUP GB 2023

Porsche Esports Carrera Cup GB	37
2023 Race Calendar	38

Why Porsche?

For more than 70 years Porsche has enjoyed a rich history in motorsport. Its story includes more than 32,000 race victories at nearly every level worldwide. Success on track with the 917, 956, and 919 Hybrid has resulted in countless wins for the iconic and timeless 911 and these are the foundations on which the peerless racing reputation of Porsche has been built. Today, Porsche remains the world's largest manufacturer of racing cars.

In 2023 Porsche celebrates not one, but two major milestones, the 75th anniversary of our brand and the 60th anniversary of our beloved 911, but that's not all. Porsche is the most successful motorsport manufacturer in Le Mans history, with an unequalled 19 outright victories at the iconic 24-hour race since the first in 1970. This year at the 100th Le Mans, and in the top category of endurance racing, LMDh, Porsche will return to la Sarthe with a new team, Porsche Penske Motorsport, and a new car, a 963 Hybrid.

Porsche is always looking for new ways to compete and in recent years we have focused upon Esports for two exciting new ventures, these include Porsche TAG Heuer Esports Supercup and Porsche Esports Carrera Cup Great Britain.

These combined racing activities form the Porsche Motorsport Pyramid and are designed to offer a road map for aspirational racers to progress from rookie to factory driver on the global stage.

From entry-level racing to the FIA Formula E Championship, the Porsche Motorsport Pyramid currently includes over 30 one-make global championships. Amongst them Porsche Carrera Cup GB, Porsche Sprint Challenge GB, and Porsche Mobil 1 Supercup, which supports Formula 1®.

Domestic championships are integral to our ongoing commitment to Porsche motorsport. The fastest single marque GT racing championship in the UK, Porsche Carrera Cup GB, enters its 21st season in 2023. Porsche Sprint Challenge GB enters its fourth season, showcasing an important level in the Porsche Motorsport Pyramid with the 718 Cayman GT4 Clubsport.

Since its start in 2003, Porsche Carrera Cup GB has enjoyed prime position for TOCA package racing in support of the British Touring Car Championship and this relationship continues in 2023. In addition, Porsche Sprint Challenge GB will also race exclusively with TOCA, on four weekends. Both championships will feature on the same programme, creating the largest race weekend ever for Porsche.

All Teams, Drivers and Partners in all three championships will become part of our Porsche family and heritage, where racing thrills are guaranteed, and the possibilities are endless.



Porsche Motorsport Pyramid



If you're an ambitious racing driver looking for the opportunity to excel and further your name, the Porsche Motorsport Pyramid delivers everything you're looking for and more.

Firstly, Porsche Club GB racing and Porsche Classic Boxster Cup offers you an entry level prior to Porsche Sprint Challenge GB, Porsche Carrera Cup Great Britain, and Porsche Mobil 1 Supercup. Thereafter, you could find yourself competing at World Championship GT level, Formula E and beyond.

Nick Tandy, the first driver to win Le Mans in a Porsche since Allan McNish in 1998, is testament to the Porsche Motorsport Pyramid. He drove his way to the top of the pyramid after making his debut at Porsche Carrera Cup Great Britain in 2008.

Three years later, Nick won the Porsche Carrera Cup Deutschland and took the Porsche Cup award the following year as the best private Porsche driver worldwide in a 911.

In 2015, this success enabled Nick to take a seat in the 3rd entry of the 24 Hours of Le Mans, the most gruelling motor race in the world. It was another win and from there he secured first place in the 2018 24 Hours of Nürburgring for Porsche in a works 911 GT3 R, and it didn't stop there. In 2019 and 2020, Nick went on to compete at the very highest level of American Sports Car racing in a Porsche RSR. Nick returns to the Porsche family in 2023 as a factory works driver, driving the LMDh 963 Hybrid.

This is just one story. There are still many more to be written. And it could be yours.

|| Porsche Sprint Challenge GB 2022 was the first Championship I have raced in since I raced in karts as a 13-year-old, so it was a huge learning curve for me. I had to learn the circuits as well as the characteristics of the car. The support I received from Team Parker Racing and Porsche enabled me to develop as a driver and ultimately win the championship in my first year, so I owe a debt of gratitude to both parties ||

Harry Foster
2022 Porsche Sprint Challenge GB Pro Class Champion



CARRERA CUP



Porsche Carrera Cup Great Britain

Porsche Carrera Cup GB continues to be an unmissable feature of every motorsport enthusiast's calendar. It's still the fastest single-marque GT racing championship within the UK.

Entering its 21st season in 2023, the prestigious Porsche Championship continues to be a magnet for spectators and drivers. The Championship is the perfect stage for ambitious drivers keen to prove themselves, and to accelerate their progression within the world of motorsport.

Identical cars are used which puts the focus on the drivers' skill. This helps to create thrilling, close racing and ensures recognition for the very best drivers in each class.

Former success stories include drivers such as Charlie Eastwood, Richard Westbrook, and Michael Meadows. All used their accomplishments as Porsche Carrera Cup Great Britain champions to fuel their careers as professional GT racers.

Runner-up in the 2012 Porsche Carrera Cup Great Britain, Ben Barker competed in a Porsche 911 RSR in the FIA World Endurance Championship. Whilst Dan Harper, the 2018/2019 Porsche Junior champion achieved enviable success as a factory driver for the BMW Junior Team, recently graduating as an official BMW works driver.

Others have made the move into British Touring Car Championship (BTCC), including triple champion Dan Cammish, Sam Tordoff, Tom Oliphant, and Ollie Jackson. Nicholas Latifi, who competed in the 2015 Porsche Carrera Cup Great Britain season, reached the pinnacle of motorsport in 2020 as a driver for the Formula 1® Championship Team, Williams Racing.

Several other former champions have gone onto compete in rounds of the Porsche Mobil 1 Supercup, including Josh Webster, who won the Porsche Carrera Cup Great Britain in 2014.

Joining Josh are 2018 champion Tio Ellinas, 2018 Rookie champion George Gamble, Pro-Am category champion Seb Perez and Dan Harper, the 2018/2019 Porsche Carrera Cup Great Britain Junior Driver, the youngest ever Porsche Carrera Cup Great Britain champion.

The latest name to join these Porsche Mobil 1 Supercup alumni is Harry King the 2020/2021 PCCGB Junior. In 2022, Harry became a Supercup podium finisher, while also achieving glory at the championship in Porsche Carrera Cup Benelux.

These drivers and their impressive achievements are further testament to why Porsche Carrera Cup Great Britain nurtures the highest calibre of skill and proves how the Porsche brand continues to invest in drivers and teams in 2023.

The 2023 Championship is sure to be another action-packed season.



Fastest one-make GT racing car in Great Britain



From concept to creation and introduction to the racetrack, creating the perfect racecar has been a welcome challenge for Porsche. The development of the 911 GT3 Cup takes us further on this transcendent journey. Achieving a faster, more durable, efficient, and safer racecar, leading the way for racetrack accuracy, greatness, and further success.

The main goal of the development team is to further improve performance, achieve a more aggressive design, with easier handling, greater durability, and less outlay in terms of time and maintenance.

Outstanding performance requires increased power. The revised 4.0 litre six-cylinder boxer engine now produces up to 510hp at 8,400rpm and 470Nm at 6,150 rpm, driving peak speeds exceeding 170mph.

The 911 GT3 Cup reaches unprecedented performance levels through a drive system transmitted to the rear axle by a racing clutch and a Porsche six-speed sequential dog-type transmission. Its success is due to a new drive system where engine and gearbox run times are doubled before they need their first rebuild, significantly reducing operation costs.

Continuing to be the favourite among motorsports teams and drivers, the 911 GT3 Cup car delivers incredible performance and success, competing in prestigious racing events across the globe including GT racing championships and endurance races. The 911 GT3 Cup continues to shape the future of race cars drawing upon the finest racing technology and impressive design.

|| Closing the 2021 season as Rookie Champion and entering my second season of Carrera Cup in 2022, the pressure was on! Going head-to-head with some of the best drivers in the sport is testament to the car and Championship, there is no other in the UK with such a high level of organisation, support, and racing. Winning the 2022 Championship overall and competing in the Porsche Supercup Junior shootout will stay firmly in my memory for a long-time ||

Kiern Jewiss
2022 Porsche Carrera Cup GB Champion

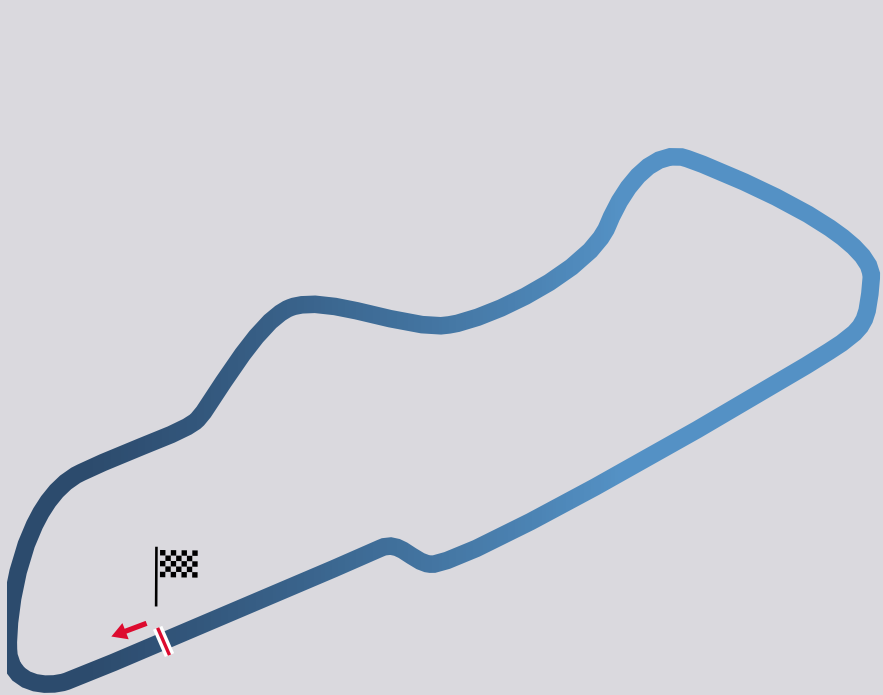


2023 Race Calendar

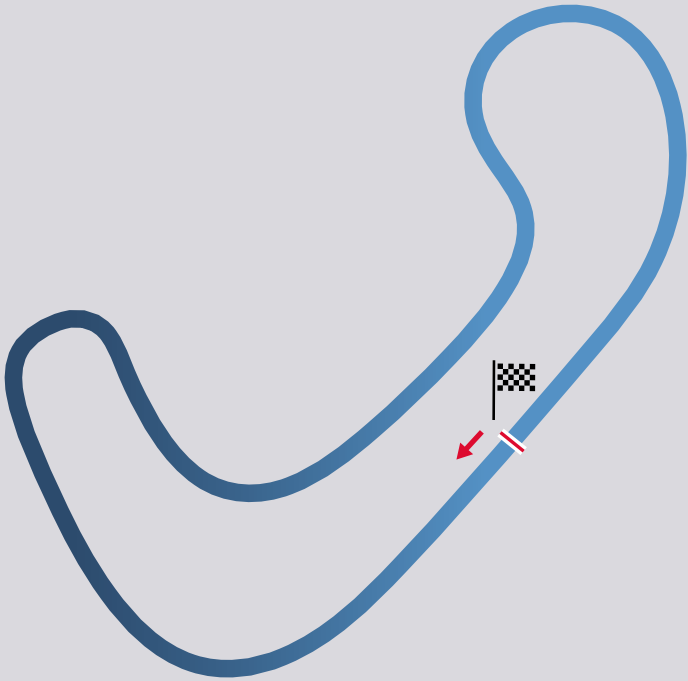
Ever since its origins in 2003, Porsche Carrera Cup Great Britain continues to be a vital part of the TOCA package supporting the British Touring Car Championship, and this continues in 2023 for the 21st race season. Thanks to even more televised coverage by ITV4 of the TOCA weekend, there will be increased exposure for this event, raising the profile of all our teams, drivers, and sponsors.

This year, the championship will start at Donington Park, with later rounds taking place at some of the country's most celebrated race circuits, culminating at Brands Hatch (Grand Prix) circuit for the final thrilling weekend. Each circuit will be a unique experience, offering a wealth of exciting challenges.

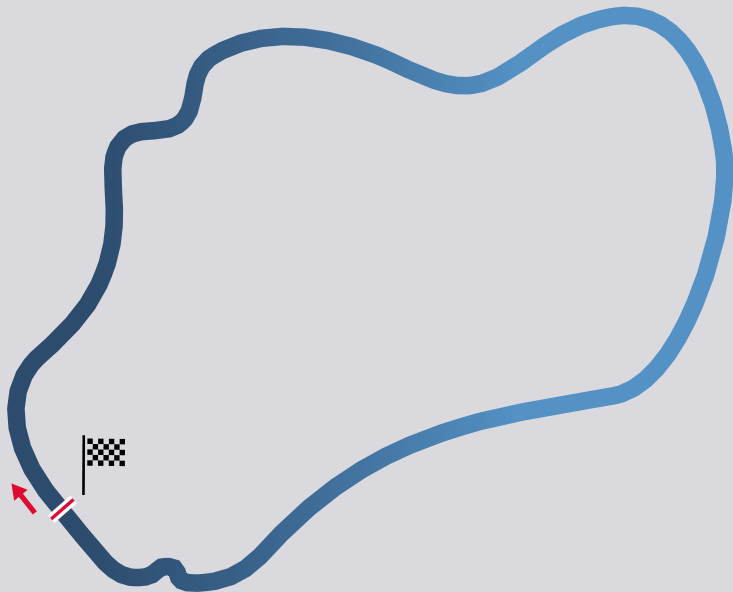
Included in the 2023 season entry fee will be Porsche Exclusive Test Days at selected circuits taking place throughout the year. In previous years these have proved so successful, receiving overwhelmingly positive feedback Porsche is excited to offer these opportunities again in 2023.



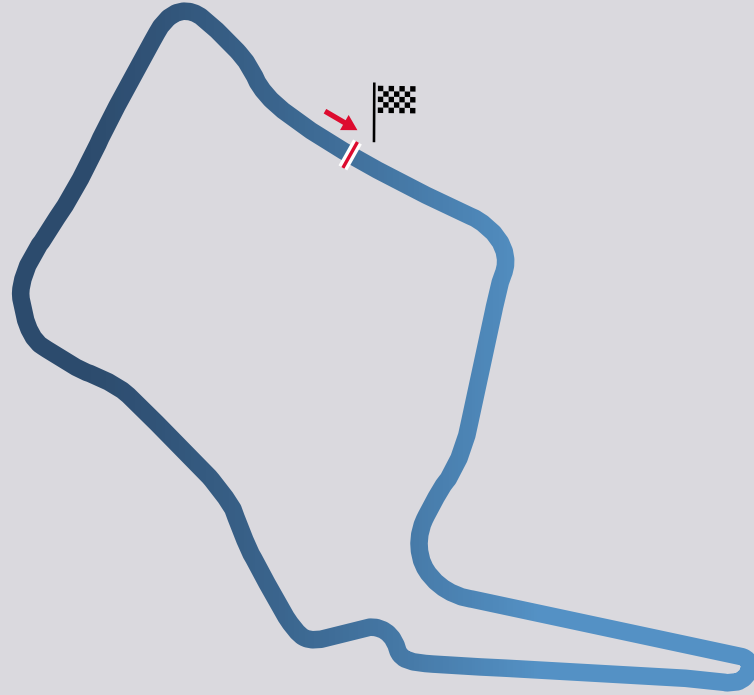
Rounds 1 & 2
Donington Park National
22 – 23 April



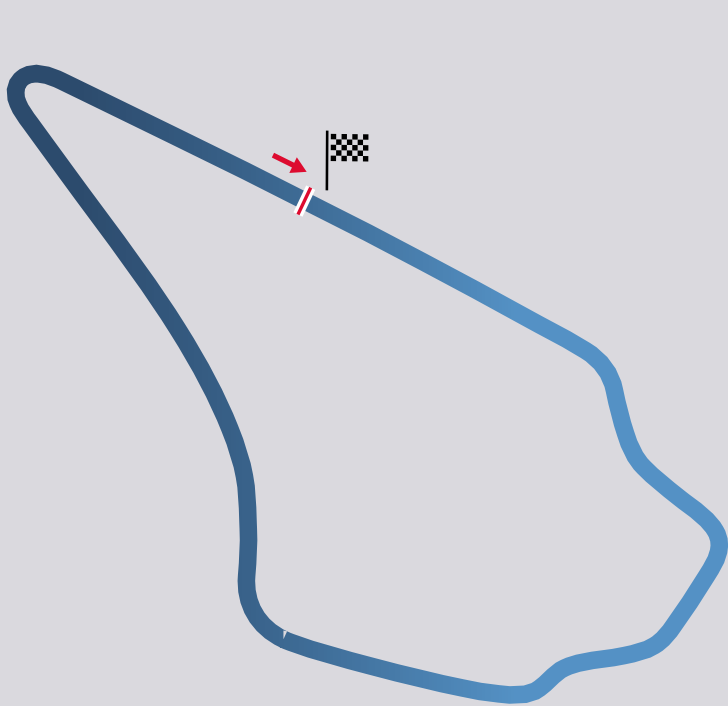
Rounds 3 & 4
Brands Hatch Indy
6 – 7 May



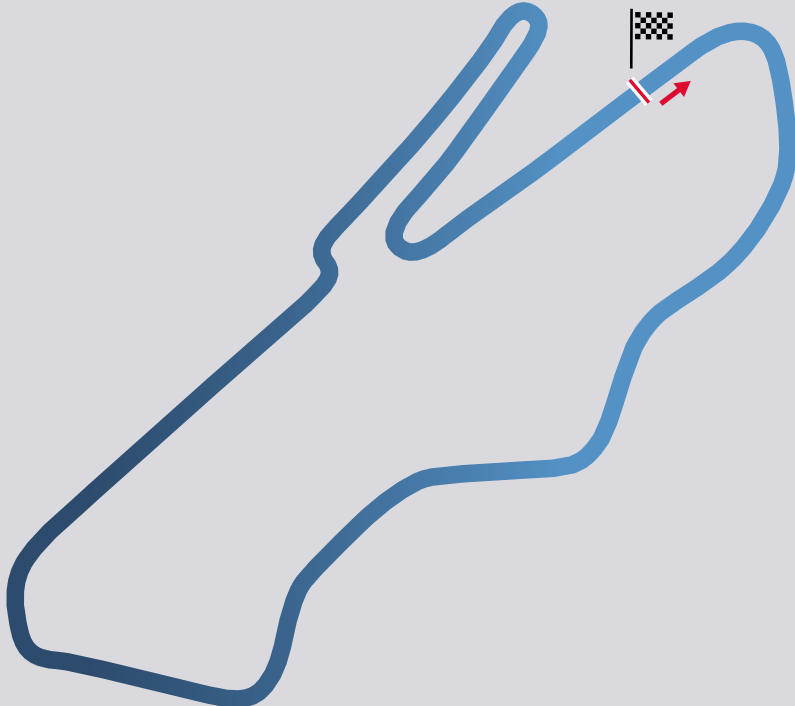
Rounds 5 & 6
Thruxton
3 – 4 June



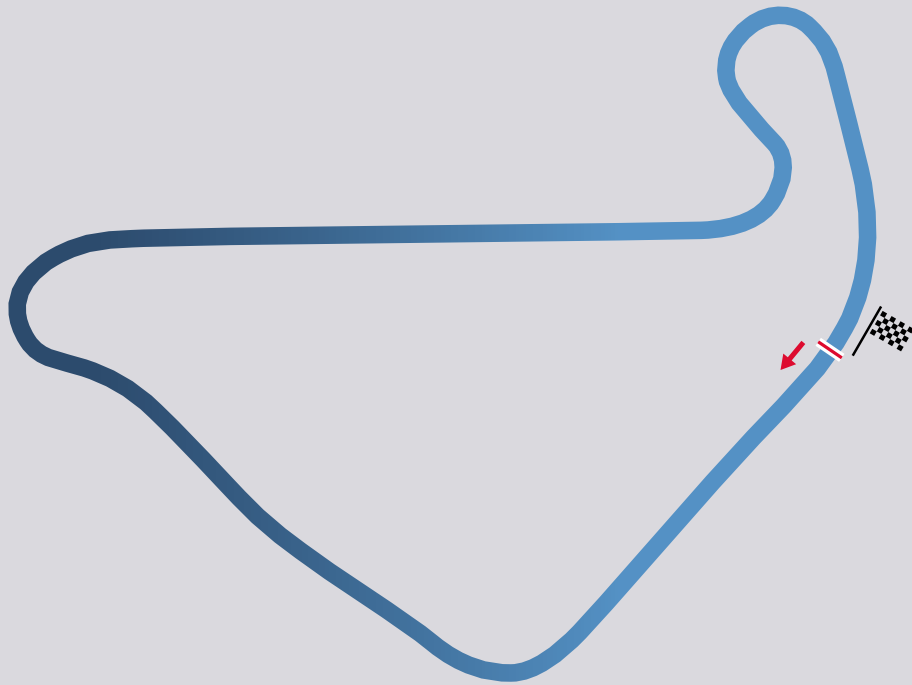
Rounds 7 & 8
Oulton Park
17– 18 June



Rounds 9 & 10
Knockhill
12 – 13 August



Rounds 11 & 12
Donington Park GP
26 – 27 August



Rounds 13 & 14
Silverstone National
23 – 24 September



Rounds 15 & 16
Brands Hatch GP
7 – 8 October

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

Porsche Carrera Cup Great Britain Junior 2023/24

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 2023 as Adam Smalley, the Porsche Carrera Cup Great Britain Junior enters his second year with support from Porsche. Smalley, took victory on his debut weekend and finished second in the 2022 overall championships.

21-year-old Smalley took this coveted role from Harry King and follows in the footsteps of Dan Harper, Charlie Eastwood, and Josh Webster, who all won Porsche Carrera Cup Great Britain honours before embarking on careers in international motorsport. Adam joined fellow candidates at the Porsche Experience Centre at Silverstone where they were put through their paces on and off the track.

The Porsche Carrera Cup Great Britain Junior must be an outstanding racing driver, ensuring their media and fitness skills are developed to become the perfect ambassador for Porsche.

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. Smalley's memorable airborne run up the famous Goodwood hill in 2022 was a hit on social media.

The Porsche Carrera Cup Great Britain Junior benefits from a generous two-year 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.

Applications for the Porsche Carrera Cup Great Britain 2024 / 2025 will be open later this year in 2023.



“Winning the Porsche GB Junior shootout at the end of 2021 was a dream come true. It was a great year and an amazing experience to compete in such a prestigious and competitive championship. Working with the Porsche team and engineers taught me so much about what is required to be a professional racing driver, both on and off the circuit.

I had a great debut year finishing Vice Champion and challenging for race wins and podiums throughout the season. With the knowledge and experience I gained in 2022, I'll be working hard to challenge for the title in 2023”

Adam Smalley
2022/2023 Porsche Carrera Cup GB Junior





Young Driver Development Programme

Fostering further support for young racing drivers, the Young Driver Development Programme continues in 2023, boasting several key benefits in addition to the substantial financial reward.

Since its introduction in 2015, the Rookie Championship uses its own separate points table within the championship. Eligible drivers will continue to compete in all three of the core championship categories: Pro, Pro-Am and Am.

Any rewards on offer to Rookie competitors will be in addition to those received during 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

An exclusive Tag Heuer Chronograph wristwatch is awarded to the driver who achieves the highest number of fastest laps over the 2023 race season. The Young Driver Development Programme is designed to aid talented young drivers as they make their way up the Porsche Motorsport Pyramid. In addition to tackling the challenge of financial barriers, the programme takes a more integrated approach to supporting young drivers.

In association with tyre partner, Michelin, the Young Driver Development Programme supplies 12 slick Michelin tyres, as well as a Michelin Tyre Masterclass. The Masterclass focuses on technical training from Michelin experts to achieve peak tyre performance. The Porsche Carrera Cup Great Britain Technical Team will also be on hand throughout the 2023 race season to offer data support to aid the driving performance of competitors and help to explain the key dynamics of the 911 GT3 Cup.

Completing the package of on track support is a programme held at the Porsche Human Performance Centre. A team of experts at the state-of-the-art Silverstone facility provide guidance and training on all aspects of physical and mental preparation. This includes diet in relation to training and reaction times. Off track, eligible drivers will also benefit from media training sessions, while a bespoke Porsche team kit will mark them out in the paddock.

To take part in this programme, drivers must be under 25 years of age on 1 March 2023. In addition, drivers should not have competed in any Porsche Carrera Cup for more than one round or the Porsche Mobil 1 Supercup. Competitors can enter any of the three categories: Pro, Pro-Am or Am, and they must register and take part in all races during the 2023 season to be eligible for the Young Driver Development benefits.

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

“ Racing in Porsche Carrera Cup GB this year has been a privilege for myself and my team, Century Motorsport. As a new driver with a new team to the championship, it’s been extremely challenging to race against experienced Carrera Cup drivers and prestigious teams. Being a part of the Young Driver Development Programme has been great for helping me identify my strengths and weaknesses as a driver, working towards becoming a more ‘well-rounded’ individual. It’s been a pleasure to make a return to single make racing in a championship as prestigious as Porsche Carrera Cup GB. We’ve learnt a lot this year and I’m extremely excited for the future ”

Gus Burton
2022 Porsche Carrera Cup GB Rookie Champion



Race formats

In 2023 we will continue the partial reverse grid for race two on each championship weekend.

Race 1

Drivers' fastest qualifying time will decide their place on the starting grid.

Race 2

The finishing order of the first race will decide the starting grid for the second race each weekend. Like last year, if a driver does not finish in Race 1, they will 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
- The number selected at random will decide if 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 will start in fourth place, the driver that comes second will start in third place, the driver that comes third will start in second place and the driver that comes fourth will take pole position.
- Starting positions for all other competitors will relate to their finishing order in Race 1

Both Race 1 and Race 2 will continue to have standing starts.

POINTS STRUCTURE 2023

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

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

1ST	12 PTS
2ND	10 PTS
3RD	8 PTS
4TH	6 PTS
5TH	4 PTS
6TH	3 PTS
7TH	2 PTS
8TH	1 PT

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

1ST	10 PTS
2ND	8 PTS
3RD	6 PTS
4TH	5 PTS
5TH	4 PTS
6TH	3 PTS
7TH	2 PTS
8TH	1 PT

ADDITIONAL POINTS

Drivers who set the fastest lap time at each qualifying race weekend we be awarded two championship points. Drivers will be awarded one championship point for setting the fastest lap time of each race within their category.



Weekend prize money allocation



With more than 32,000 Porsche motorsport victories, we know what it takes to win. We acknowledge the recognition of winners, and support this with a financial reward, so again the 2023 Porsche Carrera Cup Great Britain is offering incredible weekend prize money.

The 2023 distribution of prize money for race weekends stays the same for the Pro and Pro-Am categories. As in 2022, the Pro category prize money will reflect the drivers' class finishing order in Race 1, in the same way that championship points are distributed.

	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

The total 2023 championship prize pot is extremely generous, and the Pro category Porsche Carrera Cup Great Britain champion will win £25,000.

Every Porsche is born from a motorsport soul, and we take pride in transferring racetrack technology onto the road. For 2023, the Pro, Pro-Am, Am and Team champions will experience this transfer first-hand, by winning the use of a Porsche 911 Carrera for one year.

Tag Heuer Chronograph wristwatches will be awarded at the end of the year 2023, one for each driver with the highest number of fastest laps per category.

At the end of the 2023 season, drivers can win the following:

	PRO	PRO AM	AM
1ST	£25,000	£7,000	£5,000
2ND	£15,000	£4,000	£3,000
3RD	£10,000	£2,000	£1,000

Winners of each class will also receive a 911 Carrera for a year.



Registration fees

Registration fees for Porsche Carrera Cup Great Britain 2023 are as follows:

PRO	£26,200 + VAT
PRO-AM	£26,200 + VAT
AM	£22,200 + VAT

The 2023 race season will provide drivers with seven exclusive Porsche test days, four pre-season and three in-season, which have proven to be invaluable to teams and drivers. Each driver is also provided with a Racelogic VBOX Video HD2, which will be synchronised to their car and can be used in testing and practice sessions.

Also included within the registration fee is the use of a MRTC radio system for each car. This system is for the sole use of the Clerk of the Course to give drivers safety instructions. Albeit teams will be free to use this system as car-to-pit wall communications at all other races throughout the season.

Exclusive 2023 British Champions 50% discount

Attracting and inspiring premium talent is an integral part of the Porsche brand, and in 2022 we offered the overall winners of British Championships a half-price entry fee. This incentive continues for 2023 across the following British Championship races:

Porsche Sprint Challenge GB	Pro and Am category Champion
British GT GT3	Overall Champion
British GT GT4	Overall Champion
FIA British F4	Overall Champion
Ginetta GT4 Supercup	G56 Pro Class Champion
Ginetta Junior Championship	Overall Champion
MINI Challenge Championship	JCW Class
Porsche Club Championship	Class 1 Champion

Early registration rewards

We offered substantial benefits to 2022 drivers who returned their completed registration form and paid their registration fees early and that offer continues for 2023.

Any driver registering before 30 November 2022 will receive £4,000 within two weeks of the last round of the 2023 season.

Any driver registering before 21 January 2023 will receive £2,500.

30 NOV	£4,000
21 JAN	£2,500

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Carrera Cup GB season 2023, 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

Motorsport is nothing without the drivers. Porsche Carrera Cup Great Britain leads the way when it comes to the health and well-being of everyone who races with us.

Porsche Human Performance Centre

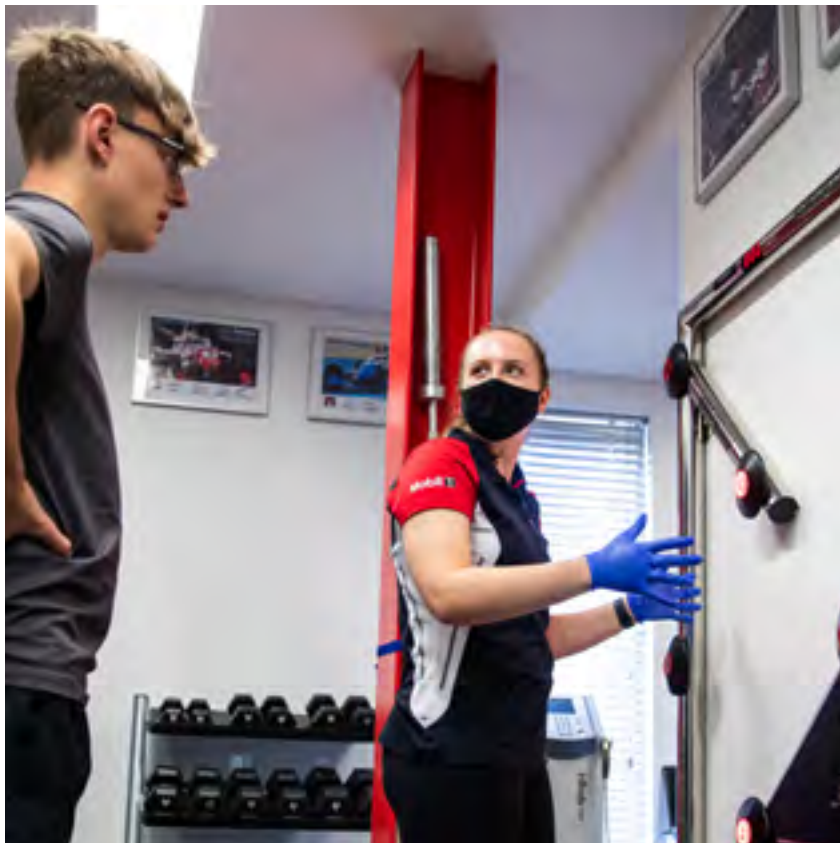
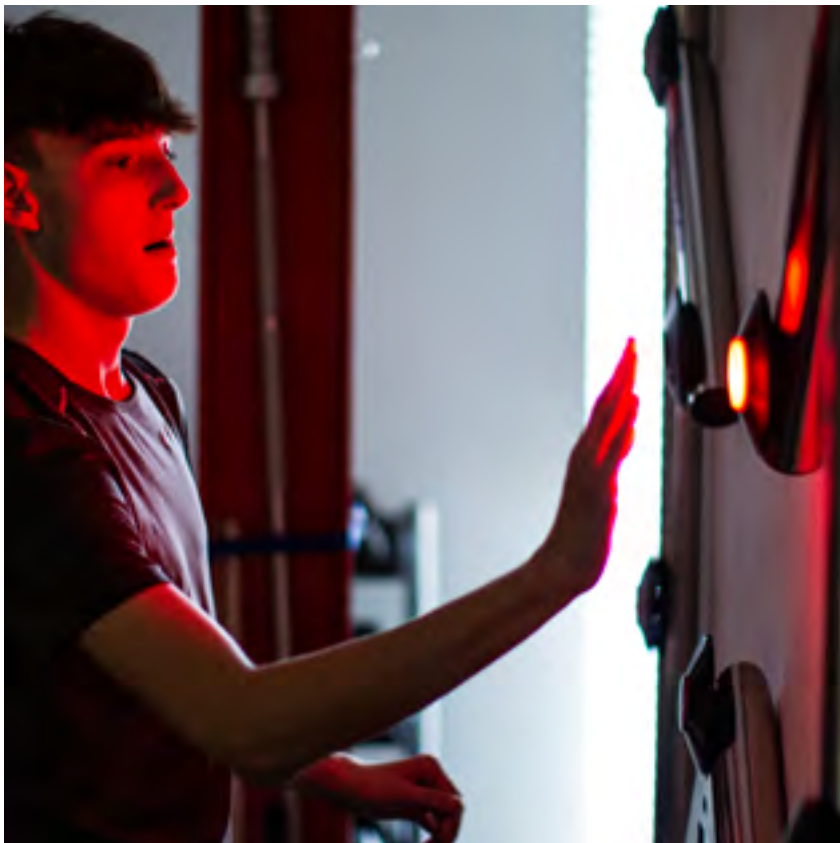
There is nowhere quite like our advanced Porsche Human Performance Centre. This sports science lab is as impressive as it sounds, replete with some of the most innovative and sophisticated technology in the world, including our Technogym and Watt Bike. The facility is staffed by a team of people with a wealth of impressive academic qualifications in exercise science and coaching.

Our Team have the experience to deliver a range of unparalleled services for drivers. Services include advising on diet and helping to keep competitors in peak race condition, during race weekends.

Trackside physiotherapist support

Official Sports Services make a welcome return at all our events to deliver essential driver support. They will be helping with everything from sports massage to injury treatment, including taping, strapping, and working with drivers on simple warm-up and stretching exercises.

Access and support of this programme will be subject to regulations and best practices.



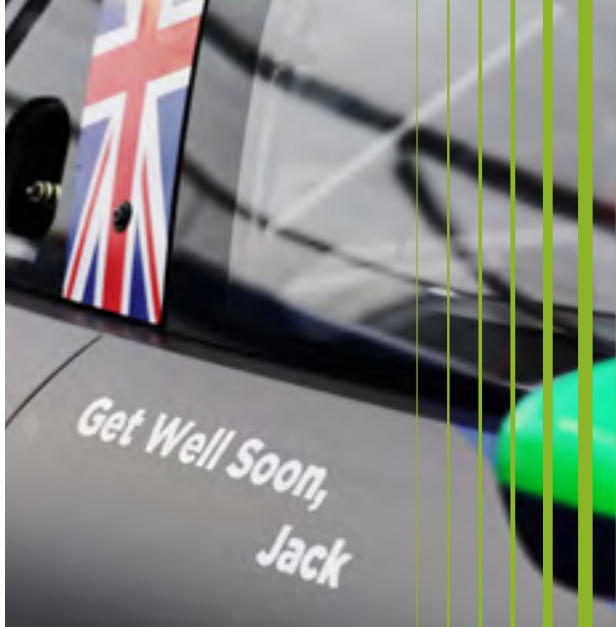
Extensive team support



Please 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.



click logos



“ We made our first appearance in the championship a little over two years ago, securing our first race victory only halfway through the season. The team has since gone on to celebrate many more successes in Porsche Carrera Cup GB, a Championship and community in which we are immensely proud to be a part of.

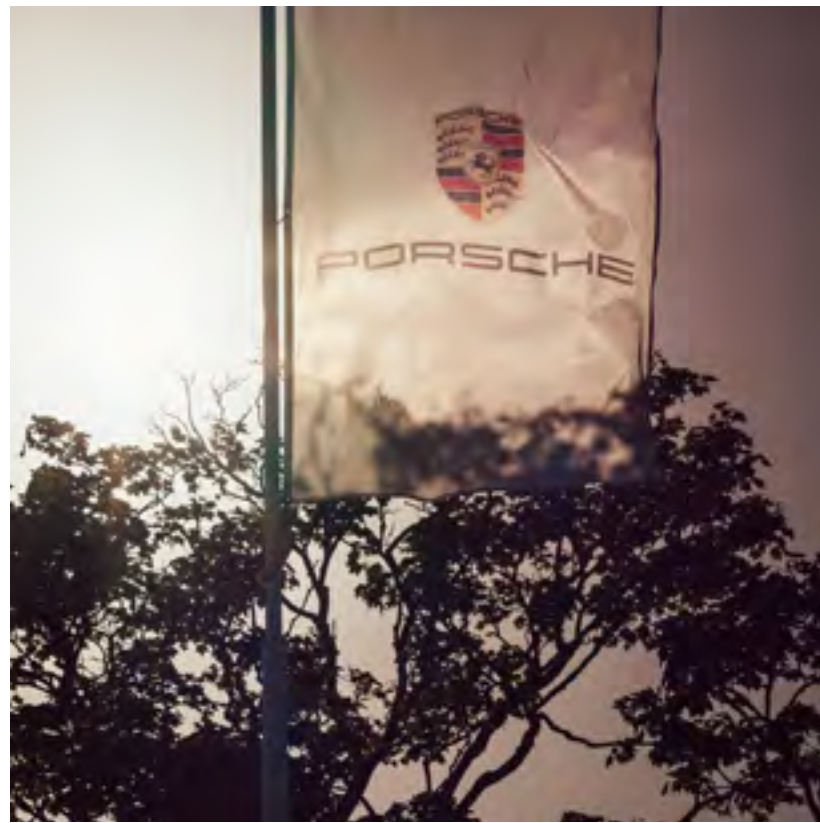
Winning the Team Championship in 2022 is testament to our fantastic group of technicians, engineers and drivers whose collective efforts allow us to compete against some of the best teams in Europe.

We are excited to kickstart the 2023 season and the prospect of defending the championship in what looks set to be the most competitive grid yet “

Comline Richardson Racing
2022 Porsche Carrera Cup GB Team Champions

|| Carrera Cup is a fantastic way to engage with our customers and prospects, whilst also demonstrating the uniqueness of the brand ||

Kevin Turner
Centre Principal
Porsche Centre Exeter



Team Cayenne 2023 and Porsche Carrera Cup GB Race Centre

The Team Cayenne programme provides an opportunity for any team running two or more cars in the championship to make the most of a loaned Porsche Cayenne for the duration of the season. The livery of the Cayenne will include the Porsche Carrera Cup Great Britain logo and team logo. Please talk to us to find out more.

Our Race Centre continues to be at the heart of the action. It boasts a wealth of facilities within its spacious interior and delivers world-class catering. Open for breakfast, lunch, and dinner with a wide selection of refreshments, it is the perfect location for entertaining guests and sponsors. So why not make the most of it and relax in our luxury surroundings.

Our Race Centre is available at every round of the championships from Friday through to Sunday.

Access and support of this Centre will be subject to regulations and best practices.

|| 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, are a testament to the renowned hospitality that Porsche offers at the circuit ||

Tim Hoare
Michelin Motorsport Manager UK & ROI

Nationwide exposure and awareness

Porsche Cars Great Britain 2023 is continuing to invest heavily to promote Porsche Carrera Cup Great Britain nationwide, including digital space within Porsche Centres and Porsche events. The championship benefits from a resolute media team including a full-time Media Officer and a photographer who will supply free access to all images at every race weekend.

|| The TOCA package has been a superb platform for Porsche Carrera Cup GB since its inception in 2003. We are proud to continue our partnership which offers us, our Teams, Driver and Partners unrivalled exposure through live television, in-depth media coverage and tremendous crowds ||

James MacNaughton
Manager, Motorsport



Media awareness

TV coverage in 2022

In 2022, Porsche Carrera Cup Great Britain received extensive live coverage on ITV4 and ITV.

The championship also featured in dedicated highlight programmes in the Motorsport UK series.

Coverage is also available online on ITV X and at www.itv.com/btcc/races after broadcasting on TV.

Cumulative Audience	2,198,000
Broadcast Duration	36 hours
TV & Streaming	41 hours

Nielsen Sports has provided figures for TV and streaming coverage. 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 publicity for Porsche Carrera Cup Great Britain.

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

We have more than 27 million Instagram, 11 million Facebook and 1,800,000 Twitter global followers, and nationally, 74,423 LinkedIn followers*.

*Porsche global Facebook, global Twitter, Instagram global and UK plus LinkedIn UK reach as of January 2023.



Media service

Media service

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


Porsche Carrera Cup Great Britain regularly receives media coverage in Autosport (8,500 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 attracts 155,000 unique visitors and an average of 410,000 page views per month*.


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. An estimated 260,000* spectators travelled to watch a race at their favourite circuits in 2022.

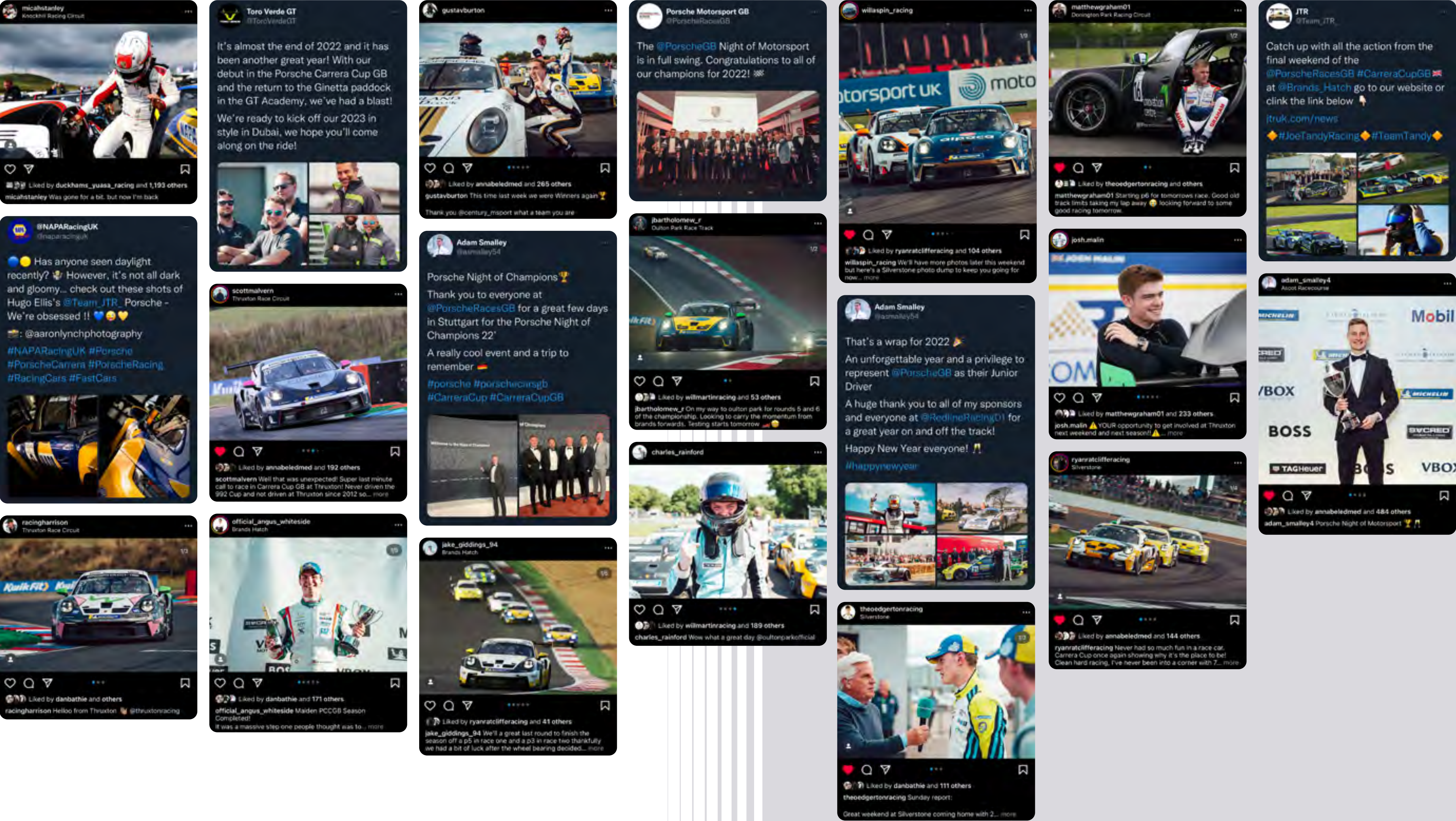
**Figures correct at the time of print.*



Autosport



The Chequered Flag



Partnerships

For business-to-business or business-to-consumer activity, the Porsche Carrera Cup Great Britain delivers an unrivalled motorsports opportunity for sponsorship and corporate messaging, supported by the Porsche marque.

With the buzz, excitement and media coverage associated with the championship, sponsors continue to use the event as a key part of their marketing mix.

There is an impressive combination of exciting sponsorship opportunities to choose from to support your business goals. From PR coverage, customer communication, product placement and race weekend hospitality, to car displays at events for business-to-business networking.

The championship's television coverage alone can generate circa £200K* worth of media exposure when sponsoring a Porsche Carrera Cup Great Britain driver or team.

**Figures correct at the time of print.*

|| SACRED coffee has been involved with Porsche Carrera Cup Great Britain for 14 years. Since joining the championship in 2010, the combination of a strong brand, the iconic 911 and an excellent TV package proved its strength as an ideal platform for our brand to maintain a strong presence in the United Kingdom & Europe.

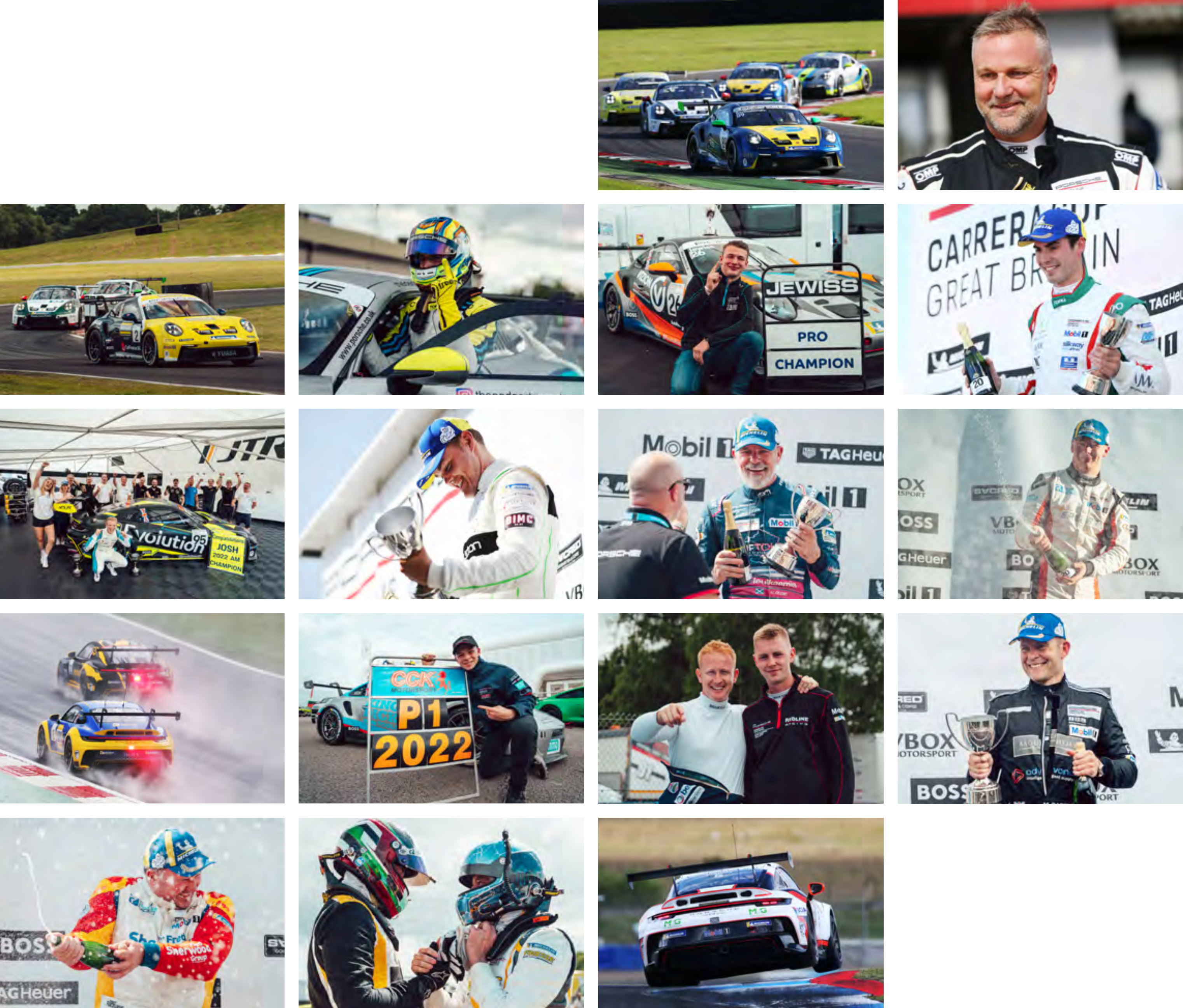
The GB partnership has proven to be a foundation for growth into the wider, international world of Porsche Motorsport ||

Tubbs Wanigasekera
Managing Director & Founder SACRED



Highlights from Porsche Carrera Cup GB 2022

The Porsche Motorsport Great Britain Team would like to thank every driver and team for their incredible commitment and dedication to the 2022 championship.



SPRINT SPRINT SPRINT CHALLENGE CHALLENGE CHALLENGE CHALLENGE





Porsche Sprint Challenge GB

Competing in identical Porsche 718 Cayman GT4 Clubsport race cars, the Pro and Am categories will, once again, evaluate the limits of every single driver. Each category will have its own points structure and championship table, despite racing on the same grid.

The 2023 championship will reward success with some remarkable end of season prizes as well as providing an entry point to the Porsche Motorsport Pyramid. There will be extensive national media exposure, including TV and greater sponsorship opportunities for all those involved.

New for 2023, Porsche Sprint Challenge GB will introduce 2 pre-season and 2 in-season Porsche exclusive test days. All drivers will also enjoy three rounds per event throughout the season and all race weekends include their own test days.

We look forward to welcoming all our drivers, teams, and sponsors to Porsche Challenge GB 2023.

|| Porsche Sprint Challenge GB has confirmed itself as premium one-make championship in Britain, a fact now highlighted by the confirmation that the Championship will be a permanent fixture on the TOCA package for the next three seasons at least.

The proven formula of Professional and Amateur categories enables drivers of all abilities and ambition flourish and enjoy their racing in a competitive Championship that offers a level playing field for all.

Drivers have progressed from Sprint Challenge GB to Carrera Cup GB and beyond in each of the last three seasons, proving the Championship's place on the Porsche Motorsport Pyramid.

We look forward to welcoming all our teams and drivers for 2023, and to a successful year with TOCA ||

Ian Fletcher
Assistant Manager, Motorsport





Porsche 718 Cayman GT4 Clubsport



A mid-mounted 3.8-litre flat-six engine powers the Porsche 718 Cayman GT4 Clubsport, 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



“Winning the championship in 2022 was a dream come true! Since starting my GT racing journey in 2020 in Porsche Sprint Challenge GB it’s been a constant learning curve. The support from Porsche Motorsport GB, and my team has been instrumental in the culmination of my progression, leading to the success of winning the championship in 2022.

There was so much to learn during 2020 & 2021, and it really helped my approach to the championship in 2022, the race craft, the progression, and using the car to the best of its characteristics. Applying this knowledge to each racing weekend this year enabled us to start with a bang! Winning the first 3 rounds of the opening weekend set us up perfectly for the season, I was constantly pushed by my fellow competitors which brought out the best in me”

Carl Cavers
2022 Porsche Sprint Challenge GB Am Class Champion

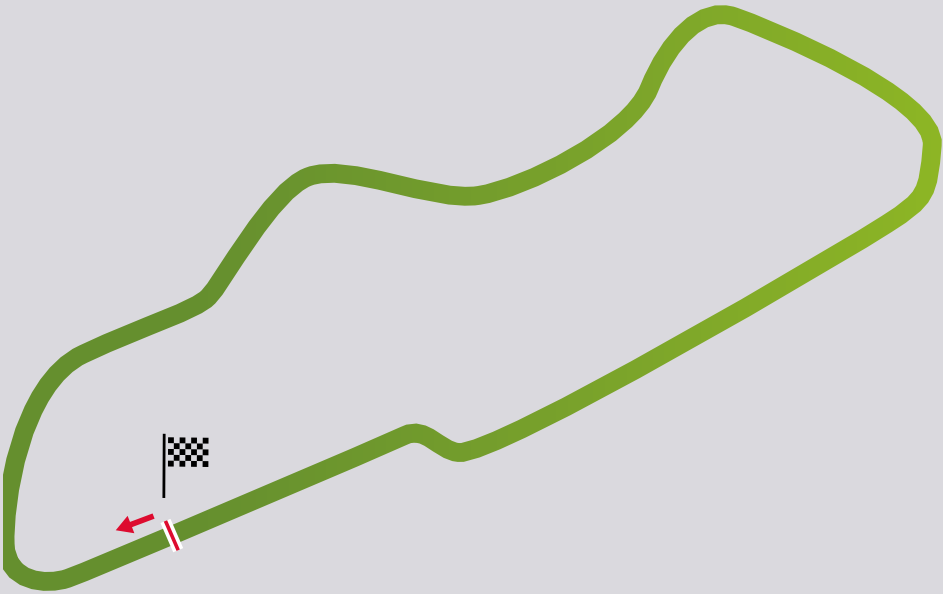
SPRINT
CHALLENGE

2023 Race Calendar

Running over six exhilarating weekends, the 2023 championship will appear exclusively alongside the British Touring Car Championship on the TOCA package, the highest profile race weekends in the UK. Taking place at some of the country's most celebrated circuits, including Brands Hatch and Silverstone, four of the six weekends will see the championship join with Porsche Carrera Cup GB creating the largest Porsche presence at a TOCA weekend yet.

The free-to-air television coverage provided by the ITV network will broadcast the championship to a larger audience than ever before, boasting a cumulative number of over 2 million* viewers each weekend.

**Figures correct at the time of print.*



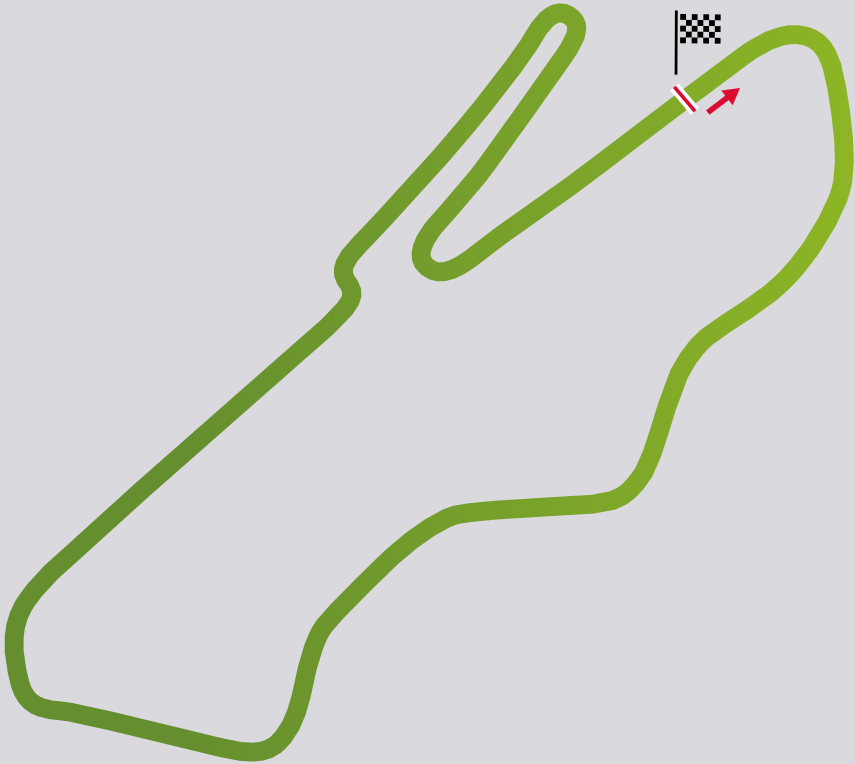
Rounds 1, 2 & 3
Donington Park National
22 – 23 April



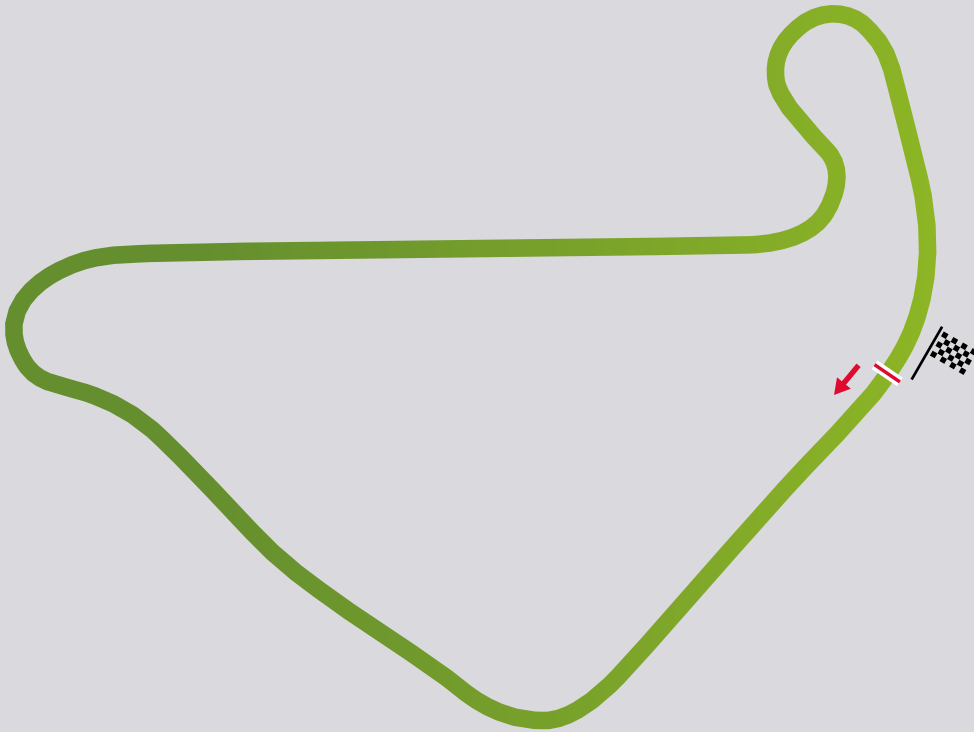
Rounds 4, 5 & 6
Snetterton
20 – 21 May



Rounds 7, 8 & 9
Croft
29 – 30 July



Rounds 10, 11 & 12
Donington Park GP
26 – 27 August



Rounds 13, 14 & 15
Silverstone National
23 – 24 September



Rounds 16, 17 & 18
Brands Hatch GP
7 – 8 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 a 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	AM
1ST	£10,000	£8,000
2ND	£5,000	£4,000
3RD	£3,000	£2,000



Technical and parts support

Our experienced Technical Team and Porsche Motorsport parts department will be present at each race event and all Porsche test days.

Racelogic VBOX Video

Each driver will receive a Racelogic VBOX Video system for the race season. This system is synchronised to each race car and all drivers will receive their qualifying footage. The system will also allow us to make informed decisions during any judicial enquiries. Racelogic can provide pre-season training and specialist support if required.

Michelin tyre raffle

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

Porsche Race Centre

Drivers, teams, and their guests will enjoy hospitality in our dedicated race centre, each weekend.

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



Championship registration



The Porsche Sprint Challenge Great Britain 2023 registration fee for both the Pro and Am categories is £18,000 plus VAT.

Exclusive 2022 British Champions 50% discount

New for 2023, and included within the Championship Registration Fee, Porsche Sprint Challenge GB will introduce 2 pre-season and 2 in-season Porsche exclusive test days. In addition, all drivers will enjoy three rounds per event throughout the season and all race weekends include their own test days.

Attracting and inspiring premium talent is an integral part of the Porsche brand, and in 2022 we offered the overall winners of British Championships a half-price entry fee. This incentive continues for 2023 across the following British Championship races:

British GT	GT3 Overall Champion
FIA British F4	Overall Champion
Ginetta GT4 Supercup	G56 Pro Class Champion
Ginetta Junior Championship	Overall Champion
Ginetta GT Academy	Overall Champion
Ginetta GT5	Overall Champion
MINI Challenge Championship	JCW Class
Porsche Club Championship	Class 1 Champion

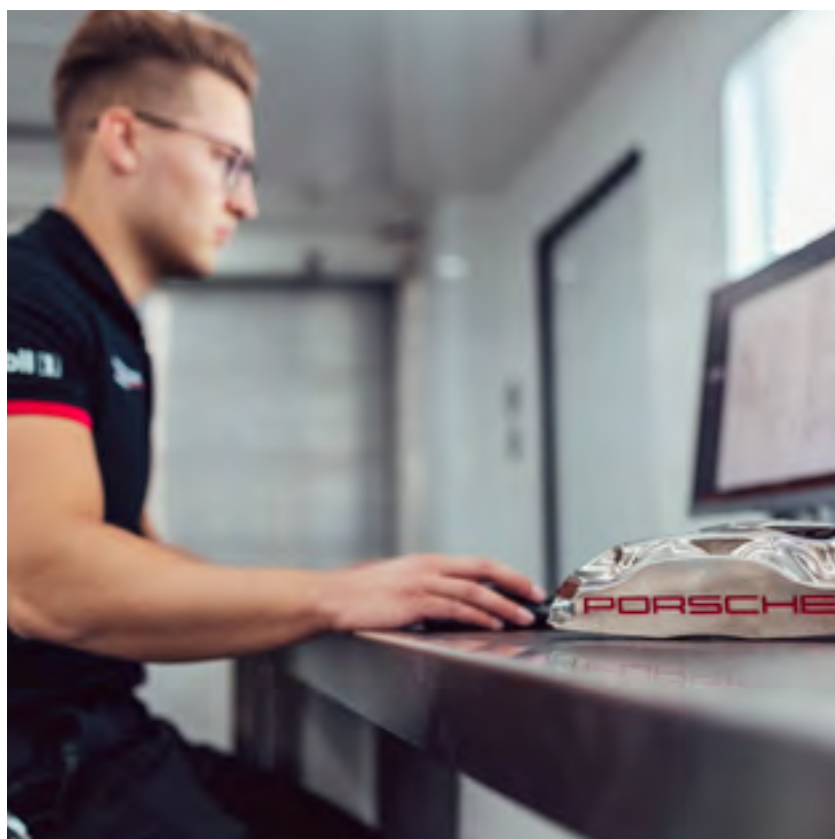
Early registration rewards

We also offer 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)
30 November 2022	£2,000
20 January 2023	£1,000

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Sprint Challenge GB season 2023, unless Porsche agrees they are unable to compete in one or more races due to circumstances outside their reasonable control.





Extensive team support

We welcome both new and existing teams to Porsche Sprint Challenge GB each year. We recommend that drivers should talk to all teams to learn about their fantastic experiences.



|| Porsche Sprint Challenge GB was one of the highlights of the season for us at Team Parker, watching Matt, Harry and Charles all taking turns at standing on the top step of the podium throughout the year and all with a shout of the title going into the final round was a source of great pride.

Finishing 2022 with Harry as Champion and Charles as vice Champion has given them both a great opportunity to progress up the Porsche Pyramid in 2023.

John's maiden Podiums in the AM class and his increase in Performance over the season gives us renewed hope for next year, and 2023 will bring a fresh challenge with the move to the TOCA package.

As always, many thanks, to our drivers, staff and Porsche for all their dedication in 2022 ||

Stuart Parker
Team Principal, Team Parker Racing

Championship hospitality

The Porsche Sprint Challenge GB Race Centre is always at the heart of the action. It boasts a wealth of facilities within its spacious interior, including world-class catering.

Open for breakfast, lunch, and dinner with a wide selection of refreshments, it's the perfect location for guests and sponsors to enjoy our hospitality, and is available at every round of the championships from Friday morning through to Sunday afternoon.

Access and support of this Centre will be subject to regulations and best practices.



Media awareness

TV coverage in 2022*

Porsche Sprint Challenge GB received live coverage on ITV television

Cumulative Audience 543,376

Broadcast Duration 11:36:21

TV & Streaming 17 hours

For further information, please contact the Porsche Motorsport Great Britain Team.

Digital and social media*

Porsche has always enjoyed an extensive online following which contributes to our online exposure and publicity for Porsche Sprint Challenge GB.

Our main porsche.co.uk site receives over 3,200,000 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 more than 27 million Instagram, 11 million Facebook and 2,000,000 Twitter global followers, and nationally, 74,000 LinkedIn followers*.

Media service

Porsche Sprint Challenge GB enjoys coverage in both print and online media thanks to its trackside service. Key members of the media are provided with an updated championship media guide throughout each weekend and press releases are regularly distributed to motorsport and regional press contacts.

In 2022, Porsche Sprint Challenge GB received regular coverage in national print media, as well as on dedicated motorsport websites.

**From January 2022 selected content from Porsche Sprint Challenge GB was posted on social media and accessed globally via Facebook, Twitter, Instagram, and LinkedIn UK.*

**2022 figures are independently provided by Nielsen Sports.*



Partnerships

This championship is the perfect opportunity for sponsors to create synergy between their brands and the Porsche marque, it also offers a platform for both business-to-business and business-to-customer relationships.

Media coverage is generated through television and social media. This will lead to greater exposure for partners over the 2023 season. In addition to brand exposure, the championship will include opportunities for PR, customer communications, product placement, race weekend hospitality and display cars.



Highlights from Porsche Sprint Challenge GB 2022

The Porsche Motorsport Great Britain Team would like to thank each driver and team for taking part in this exciting championship and for their continued support throughout 2022.



ESPORTS CARRERA CUP



Porsche Esports Carrera Cup GB



Esports is short for 'electronic sports', a form of competition using video games – it allows players to participate online against rivals around the world from the comfort of their own homes. Esports has grown rapidly in popularity over recent years, especially since the global lockdowns of 2020 when uptake accelerated exponentially.

Sim Racing, the Motorsport side of Esports offers budding drivers an accessible route into competition and Porsche prides itself on encouraging new racing talent. Esports provides the opportunity to reach a fresh audience of enthusiastic and passionate racers.

Many of today's top Esports competitors started their journey driving Porsche road and racing cars on home console systems, such as Playstation® or Xbox® using just a controller. Migrating to powerful PCs, most racers use sophisticated steering wheel and pedal sets designed to provide ultra-realistic levels of feedback and newfound driver engagement.

Following in the virtual tyre tracks of the global Porsche TAG Heuer Esports Supercup, Porsche Esports Carrera Cup GB was introduced by Porsche Cars Great Britain in 2021 to partner with its own domestic championship. The season and rules follow Porsche Carrera Cup GB as closely as possible, taking place on the iRacing platform, the world's leading online racing simulation.

In the Porsche Esports Carrera Cup GB, skillful professional sim racers compete over 16 races at the wheel of an accurate recreation of the Porsche 911 GT3 Cup (Type 992). This exciting, close competition is broadcast live via the Porsche Twitch and YouTube channels watched by a growing audience of dedicated fans.



2023 Race Calendar

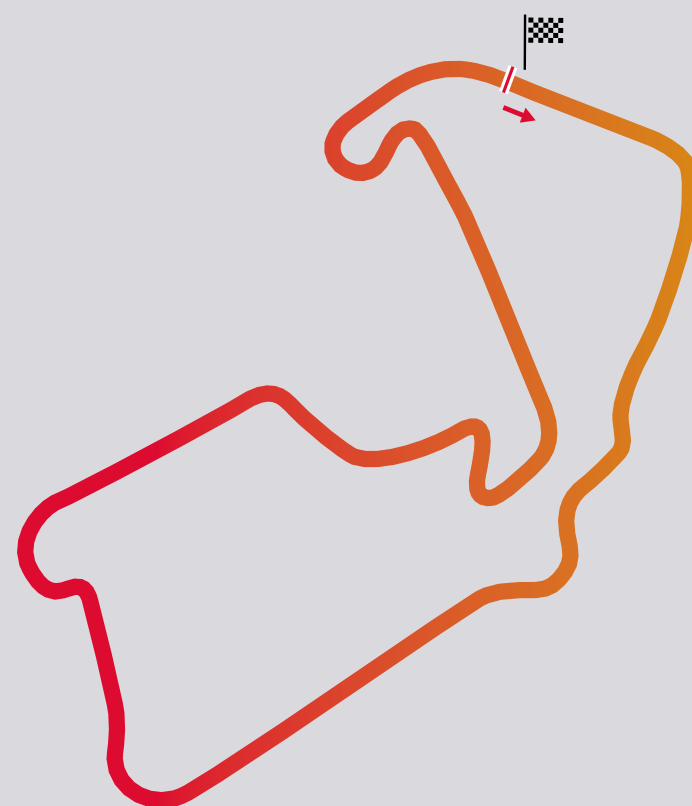

In 2022, 26 of the world's best racers fought for a prize pot totalling £15,000, increased further for 2023 to over £30,000 with the introduction of the Professional and Amateur categories.

A full calendar of racing events starts in January 2023 over nine weekends. The action will play out across accurate renditions of the UK's best circuits, beginning at Silverstone GP with the grand finale at Brands Hatch GP.

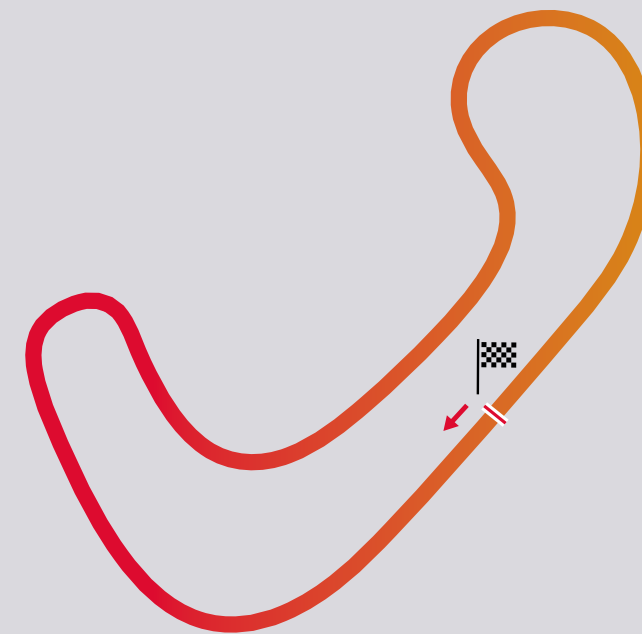
Returning for 2023 is an exciting guest event, which sees the championship race at Spa-Francorchamps in Belgium, the iconic racetrack visited by Porsche Carrera Cup GB in 2015.

“Competing in the Porsche Esports Carrera Cup GB in ‘21 and ‘22 was the best racing I’ve experienced in Esports to date. With the architecture of the cars allowing such close racing, it made every race meeting incredibly tense. Between the drivers and the tracks, it provided one of the biggest challenges. To bounce back in ‘22 after finishing P2 in the championship in ‘21, was such a relief. The car kept me on my toes the whole season as we worked our way through the most iconic British tracks, with no run off and close quarters battles. I will miss not being on the grid for ‘23 but I’ll forever be thankful to Porsche for the experiences these past 2 seasons and I hope I can be back on the grid in the future”

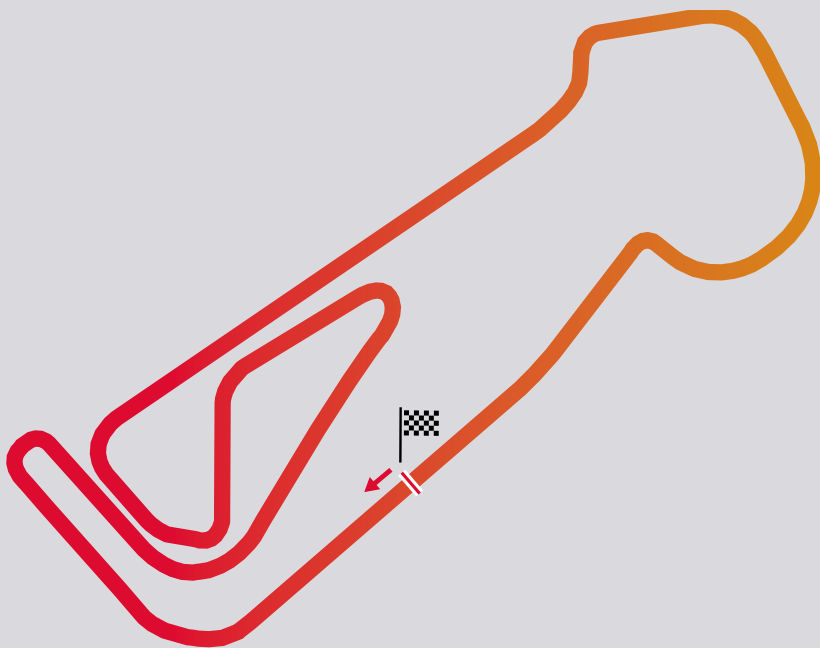
Kevin Ellis Jr
2022 Porsche Esports Carrera Cup GB Champion



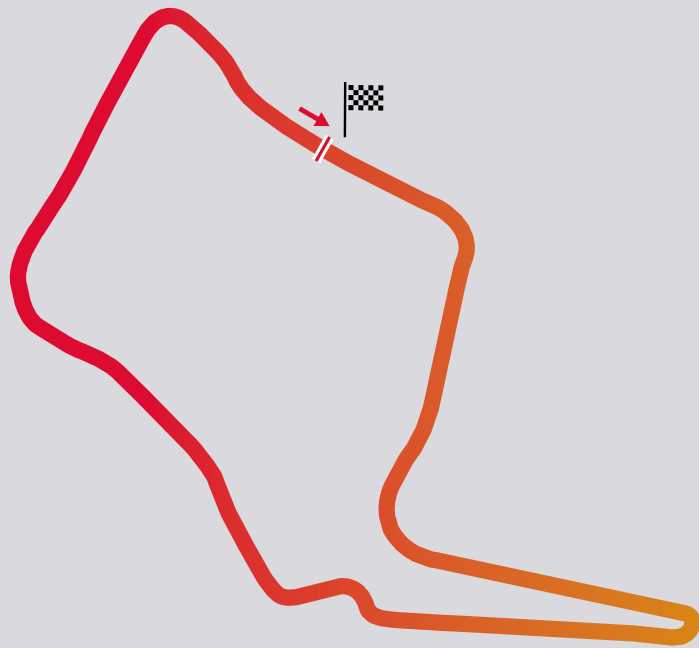
Rounds 1 & 2
Silverstone GP
15 January



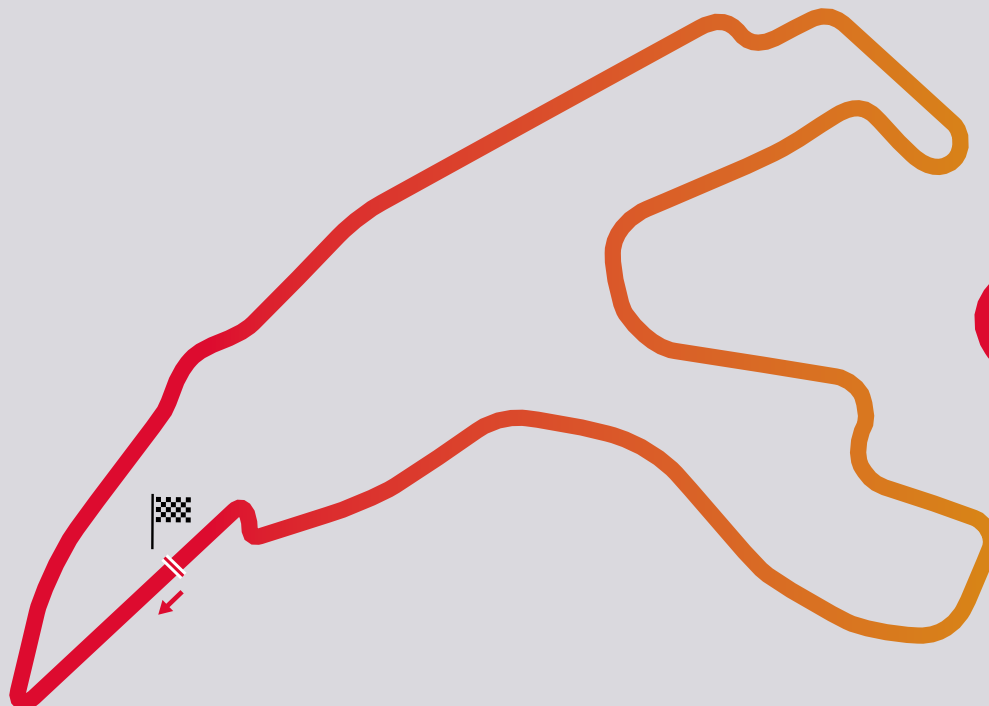
Rounds 3 & 4
Brands Hatch Indy
29 January



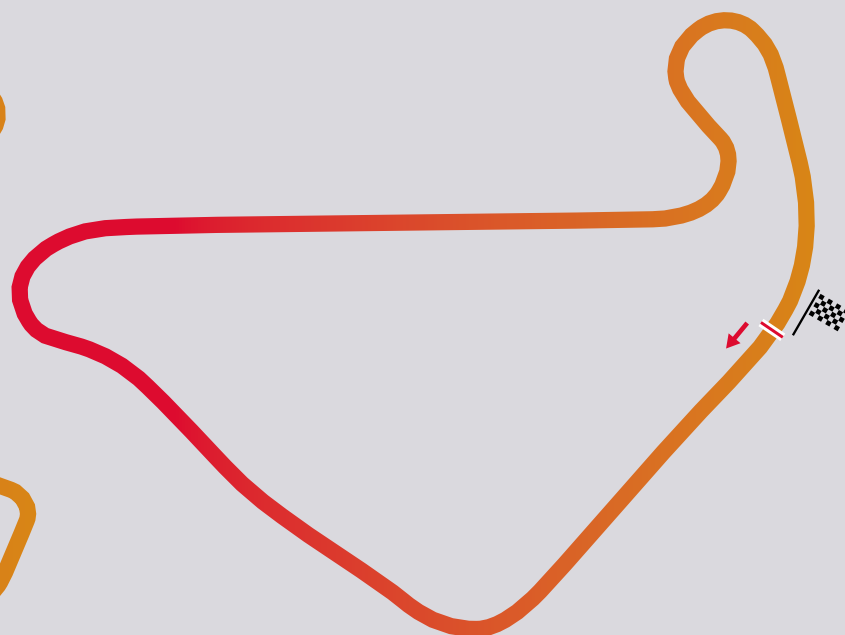
Rounds 5 & 6
Snetterton 300
12 February



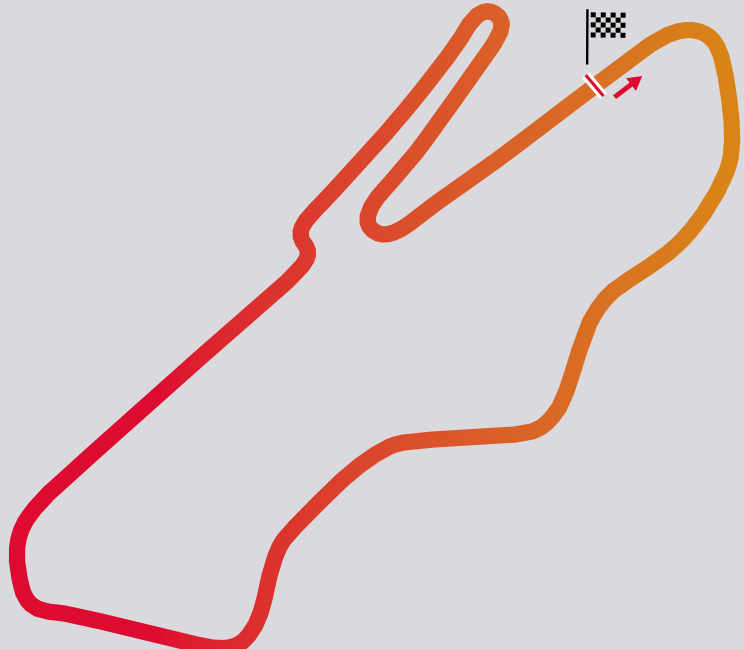
Rounds 7 & 8
Oulton Park
26 February




Rounds 9 & 10
Spa Francorchamps
12 March



Rounds 11 & 12
Silverstone National
26 March



Rounds 13 & 14
Donington Park GP
16 April



Rounds 15 & 16
Brands Hatch GP
30 April

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



Thank you

We look forward to welcoming you to our Porsche Motorsport Great Britain Championships in 2023. For more information in relation to the Porsche Carrera Cup Britain or Porsche Sprint Challenge Great Britain please contact the following Porsche members:

Porsche Cars Great Britain Limited Bath Road, Calcot, Reading, Berkshire, RG31 7SE



PORSCHE

CARRERA CUP GREAT BRITAIN

James MacNaughton
Manager, Motorsport

Telephone: 07771 883 753
Email: james.macnaughton@porsche.co.uk



PORSCHE

SPRINT CHALLENGE GREAT BRITAIN

Ian Fletcher
Motorsport Assistant Manager

Telephone: 07876 254 244
Email: ian.fletcher@porsche.co.uk



PORSCHE

ESPORTS CARRERA CUP GREAT BRITAIN

Lee Brown
Esports Commercial Lead

Telephone: 07552 267 568
Email: lee.brown@porsche.co.uk