

PORSCHE

EXPERIENCE

THE "SCHOOL OF COOL"

CELEBRATING 50 YEARS OF SHARED DRIVING PASSION

For five decades, we have been turning driver's seats into personal classrooms, and we are not stopping. On the track with your skills and our experts — the Porsche Track Experience comes alive when theory becomes action. Make it Yours.

50
YEARS
PORSCHE
TRACK
EXPERIENCE

GREETINGS



Dear reader,

I would like to invite you to celebrate 50 years of the Porsche Track Experience with us this summer. What began in 1974 as the Porsche Sportfahrschule with the idea of introducing drivers to the secrets of

safe, sporty driving has developed over five decades into an institution for Porsche enthusiasts and performance aficionados worldwide. Join us in celebrating an anniversary that promises more than just an exciting glimpse into the past. From the driving events of the early days to diverse training programs on the world's most exciting racetracks and today's modern event setup – what we now know as the Porsche Track Experience has always reflected the technological development of the Porsche brand and the evolution of the passion for driving. From the release of the first 911 Turbo to the latest GT and electric models, our goal has been to set standards with our training offers. Bringing innovation, precision, perfection and passion to life behind the wheel, making the essence of Porsche passion tangible. We have you to thank for this idea becoming a success story. But that would also not be possible if it weren't for the enthusiasm and commitment of our instructors and technicians on the tracks and of course the entire team behind the scenes. It's these enthusiasts who live their passion as a homage to the Porsche brand and work every day to make the thrill of Porsche accessible to even more people. Half a century full of precision, passion and unforgettable laps. Join us to celebrate the anniversary with us, in the spirit of the Porsche Sportfahrschule. The "School of Cool." Clear the track for the next laps of adrenaline and pure driving pleasure.

Ragnar Schulte, Director Experiential Marketing, Porsche AG

FROM THE BIG BANG TO THE SCHOOL OF COOL

Porsche makes dreams come true. Not just with cars, but also with experiences such as the Porsche Track Experience — a unique community for customers and friends of the brand with an affinity for racetracks. The Porsche Sportfahrschule was founded 50 years ago. Looking back, it was the big bang for an entire universe of unique experiences that has since expanded multidimensionally.

Whether it's on racetracks around the globe or the courses of the ten Porsche Experience Centers worldwide, the multifaceted range of today's Porsche Track Experience offers a suitable program for every sports car driver: from the basics of driving safety in theory and practice to competitive motorsport. You can participate in your own car or a rented sports car. Depending on the training format, sporty road vehicles from the Boxster to GT models are used. And, of course, Porsche racing cars, such as the 911 GT3 Cup, from the Weissach motorsport department. The DISCOVER, LEARN, BOOST and RACE programs offer individual driving experiences suited to your wishes and personal driving experience. The different training stages build on each other systematically. If you simply want to get to know your vehicle and learn to control it better, book a Precision course at one of the Porsche Experience Centers. The next stage, Performance, follows directly after. The Master, Master Racecar, Master GT3 RS and GT Trackdays training stages then take place on larger racetracks. And also the popular g-Force Drift training combines vehicle control with pure driving fun. Our customers' desires are as diverse as the offers. Control a 911 GT3 in an unstable state or



drive a Porsche racing car on an F1 track for the first time. And for those who want even more — anyone with serious aspirations for a racing career — Porsche extends its support through the Racing Academy, guiding them towards the realization of their dreams. And perhaps even as far as Le Mans, which a few participants have already achieved.

"Driven by Dreams is our brand purpose," says Thomas Wetzel, Head of the Porsche Track Experience. "This claim applies not only to our products, but also to experiences. At the Porsche Track Experience, we have created an absolutely unique infrastructure over the decades. More than 500 instructors worldwide support and train our customers." The term "instructor" condenses the entire philosophy into a single word. Because therein, the engineer partners with the instructor. Instructors are important brand ambassadors who pass on their extensive specialist knowledge about complex vehicle technologies and how to use them correctly with passion and joy.

Starting grid 1954

Imparting first-hand technical knowledge is a tradition that goes back to the company's beginnings. *werden bereits überall verwendet, sie sind nur wegen der Porsche-Schrift schwer zu erkennen*. History dates the first driver training course with official Porsche participation to April 8, 1954. The driving forces behind the event in Switzerland were Porsche veterans Huschke von Hanstein and Herbert Linge. What they realized then still rings true today: customers can appreciate outstanding technology more as their driving skills improve. The initial training sessions already had



"When vehicles like the GT3 RS, which I helped develop years ago, make customers beam with joy, these are very personal highlights for me."

Jörg Bergmeister, brand ambassador and test development driver, Porsche AG



"In 1990, I won the IMSA title with the Porsche 944 S2 and in 2000 we founded what was then known as the Porsche Driving Experience USA at Road Atlanta in Georgia. In 2003, we moved to one of the most beautiful racetracks in North America, the Barber Motorsport Park in Alabama. The 3.8-kilometer-long circuit is a magnet with its

manicured green spaces and the largest motorcycle museum in the world. Last year we had more than 3,200 participants on 180 event days. Everyone craves the challenge of driving a brand new Porsche on a racetrack. Our focus is on driving experiences for advanced drivers. Many guests come several times a year. Our record holder attended more than 50 courses."

Jeff Purner, Operations Manager Track Experience, Porsche Cars North America

characteristics of today's Porsche Track Experience. First comes the theory with technical lessons and track inspection, then the practice with following and practicing under guidance. And even back then, Porsche used the events for impressive presentations of new products, race cars and race car drivers. In 1956, a 550 Spyder caused a sensation in the USA, driven by Count Berghel von Trips.

Introductory lap 1974

After two decades of sporadic events, a real need for training emerged in 1974. The reason for this has 260 PS, reaches a top speed of more than 250 km/h and is called the 911 Turbo. For the first time, Porsche used its successful motor racing exhaust turbocharger in the six-cylinder boxer engine of the 911. The sudden delivery of the powerful turbo boost achieved legendary status, but overwhelmed some customers. From 1974, interested buyers could learn how to skillfully control the beast with 343 newton-meters of torque at the newly founded Porsche Sportfahrschule. And from then on, the universe of driving experiences



"I joined the Sportfahrschule in 1998 as a young sales engineer. As an enthusiastic instructor, I toured Europe for five years and went to almost every event. During interactions with customers, I learned how we could enhance our original 911 GT3 to further refine it as a sports car. The Sportfahrschule not

only shaped my career, but also helped to establish the GT model range as an important pillar of the company. I have since been able to bring 25 GT vehicles into the world. As a passionate track driver and product developer, I still regularly attend today's Track Experience, where I can put my ear to the ground. Our customers' desires are our top priority."

Andreas Preuninger, Manager Porsche GT vehicles model range, Porsche AG

began to expand in all directions — the range continues to expand to include new racetracks and training offers, both in Germany and abroad. The fact that Porsche also allows participants to take part using other makes demonstrates a healthy self-confidence and is a unique selling point — back then as well as today.

The cosmos is growing

Porsche is gradually expanding its training offers to better meet the individual needs of its customers. Separate driving events just for women are being introduced, the first winter training courses are being offered in Austria and later in Finland — and customers with racing ambitions can now also find suitable training events in the portfolio of the Porsche Sportfahrschule. "It is the discussions with advanced drivers in particular that have refined the characteristics of the Porsche GT products," Andreas Preuninger says. As a former instructor at the Sportfahrschule, he now manages the entire GT model range. In the year 2000, the brand's first SUV was launched, the Porsche Cayenne, alongside challenging off-road events.



911 GT3

Consumption data according to WLTP:
Fuel consumption combined: 12.9 l/100 km;
CO₂ emissions combined: 293 g/km; CO₂ class: G;
Status 03/2024

911 GT3 RS

Consumption data according to WLTP:
Fuel consumption combined: 13.4 l/100 km;
CO₂ emissions combined: 305 g/km; CO₂ class: G;
Status 03/2024



"The international infrastructure of ten Porsche Experience Centers on three continents has consequently also raised the Porsche Track Experience to a new level. Since all PECs adhere to the highest and uniform standards, we welcome participants with comparable knowledge to the Master stage

on the Grand Prix racing circuits."

Thomas Wetzel, Manager Racetrack Events, Porsche AG

For this purpose and for circuit training on an FIA-certified course, Porsche built the first company-owned facility in Leipzig, which has now been expanded into the Porsche Experience Center (PEC). The other PEC locations Silverstone, Hockenheimring, Le Mans, Shanghai, Atlanta, Los Angeles, Franciacorta and Tokyo will be joined by the tenth location in Toronto in 2025.

"The creation of the Porsche Experience Centers has opened up completely new opportunities for us," Thomas Wetzel explains. "We can be sure that all graduates of the Precision and Performance basic training courses are able to perform at the same level when they start our Master courses. Whether they learned their craft in Germany, China or the USA."

Present-day galaxies

Markets around the world are now building their events on the clearly structured training stages of the Porsche Track Experience. For those who want the full range, register for the Porsche Track Tour operated by Manthey Racing on European racetracks. If preferred, you can use your own car. "Even in their factory setup, our vehicles don't falter on the racetrack," Thomas Wetzel emphasizes. "But many also come because they can rent models from the entire range of current road and racing cars on the Porsche Track Tour." The Porsche Track Experience crew brings



up to 150 well-prepared GT road and racing cars to European Grand Prix tracks. "Enthusiasts travel from all over the world for experiences like this," Wetzel continues. "The Porsche Track Tour program sets the heart of every sports car driver, car enthusiast and Porsche fan racing. We bring people together," Wetzel says, "that's what it's all about. With around ten days at a racetrack, we can field all the vehicles and create experiences for participants, the number of which varies from twelve to more than 100 people, depending on the exclusivity of the event."

Up to 60 employees take care of customers' dreams on-site. Whether it is culinary experiences in our top-notch hospitality facilities, technical vehicle maintenance, or a personally booked instructor — sometimes even with a world championship title. Because Porsche always involves its racing professionals, from established winners like Walter Röhrl, Hans-Joachim Stuck and Derek Bell to younger champions like Timo Bernhard, Jörg Bergmeister and Mark Webber.

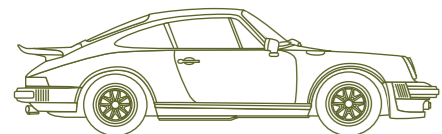
What began half a century ago as the Porsche Sportfahrschule has become a finely honed platform for a passionate community. Around the world. Happy Birthday to the "School of Cool."



"We started with the first training courses in 2006 and have been offering all stages of the Porsche Track Experience since 2011. Our training builds skills and confidence to help our customers achieve their dream of driving a sports car on the Formula One racing circuit in China. Almost 40 percent of the participants

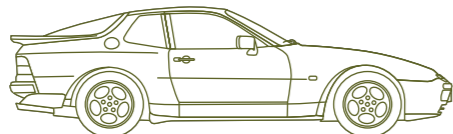
return repeatedly. With an average age of 37 and almost half of them women, the Porsche customer profile in China is younger and more female than in the rest of the world."

Liang Dong, Chief Instructor and Track Experience ambassador, Porsche China



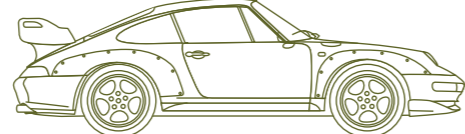
911 Turbo (930), 1974

Cubic capacity: 2,993 cm³
Power output: 260 PS
Torque: 329 Nm/4,000 rpm
Weight: 1,210 kg
Vmax: 250 km/h



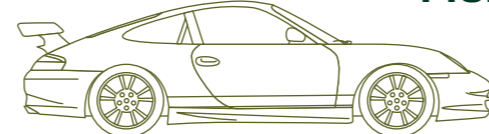
944 Turbo (951), 1985

Cubic capacity: 2,479 cm³
Power output: 220 PS
Torque: 330 Nm/3,500 rpm
Weight: 1,280 kg
Vmax: 245 km/h



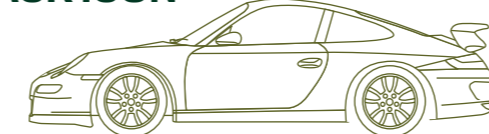
911 GT2 (993), 1995

Cubic capacity: 3,600 cm³
Power output: 430 PS
Torque: 540 Nm/4,500 rpm
Weight: 1,295 kg
Vmax: 295 km/h



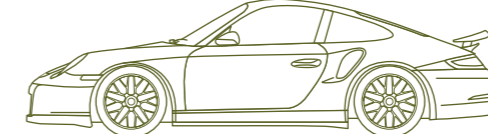
911 GT3 RS (996), 2003

Cubic capacity: 3,600 cm³
Power output: 381 PS
Torque: 385 Nm/5,000 rpm
Weight: 1,360 kg
Vmax: 308 km/h



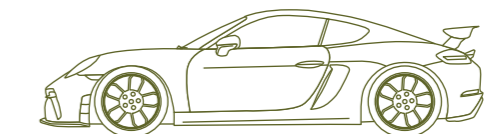
911 GT3 (997), 2006

Cubic capacity: 3,600 cm³
Power output: 415 PS
Torque: 405 Nm/5,500 rpm
Weight: 1,395 kg
Vmax: 310 km/h



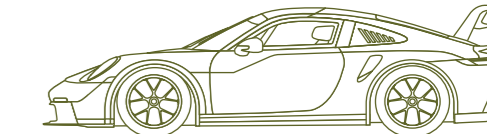
911 Turbo (991), 2011

Cubic capacity: 3,800 cm³
Power output: 520 PS
Torque: 660 Nm/1,950-5,000 rpm
Weight: 1,670 kg
Vmax: 315 km/h



718 GT4 (981), 2015

Cubic capacity: 3,800 cm³
Power output: 385 PS
Torque: 420 Nm/4,750 rpm
Weight: 1,415 kg
Vmax: 295 km/h



911 GT3 RS (992), 2022

Cubic capacity: 3,996 cm³
Power output: 525 PS
Torque: 465 Nm/6,300 rpm
Weight: 1,450 kg
Vmax: 296 km/h

PICK YOUR FAVORITE TRACK ICON

Track Experience participants in 2023

10,000

Participants from

50

over

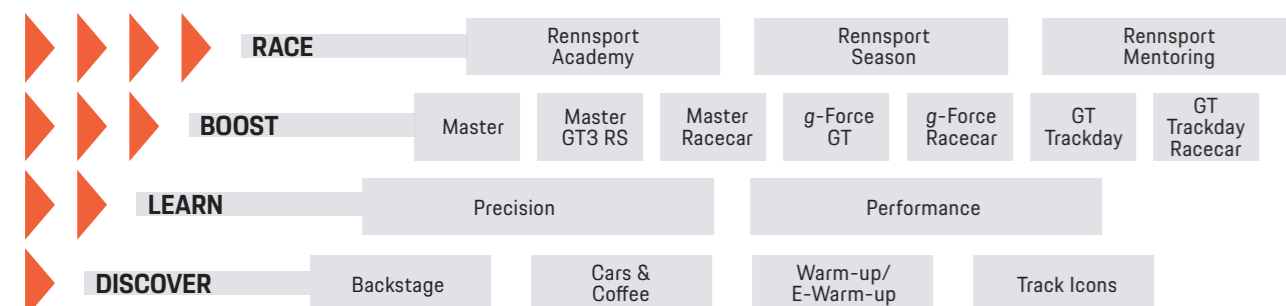
85

MAKE IT YOURS

countries are participating in the Porsche Track Tour events

Instructors are deployed worldwide

FIND THE PERFECT EXPERIENCE**



**Selection of bookable programs

1974
Premiere of the 911 Turbo at the Paris Motor Show and the beginning of the "Porsche Sportfahrtschule"

1986
First driver training session for women

2000
Founding of Porsche Driving Experience USA

2002
Opening of the first PEC in Leipzig

2001
First sports driver course in Spa

2005
Introduction of the rental vehicle pool

2006
Founding of Porsche Driving Experience China

2008
Opening of PEC Silverstone

2015
Opening of PEC Atlanta and Le Mans

2017
Rennsport Academy (Start level 1)

2018
Opening of PEC Shanghai

2019
First new Track Tour event platform in Portimão

2019
Opening of PEC Hockenheim

2021
Opening of PEC Tokyo and Franciacorta

2024
"50 Years Porsche Track Experience"

2025
Opening of PEC Toronto

A CLOSER LOOK The Porsche Track Experience

CHOOSE YOUR FAVORITE TRACK



MEET THE EXPERTS

- Hans Joachim "Strietzel" Stuck**
Le Mans winner and endurance world champion
- Walter Röhrl**
World rally champion
- Mark Webber**
WEC world champion
- Timo Bernhard**
Le Mans winner and WEC world champion
- Jörg Bergmeister**
Le Mans winner (GT)
- Richard Lietz**
Le Mans winner (GT)

GET TO KNOW OUR INSTRUCTORS



ONE FAMILY. ON TRACK. LET'S CELEBRATE RACE!

THE PORSCHE TRACK EXPERIENCE IS TURNING 50.

Half a century in the fast lane. Time for a paddock party and birthday donuts.

Buckle up and celebrate with us. In the true spirit of our original Porsche Sportfahrschule, accompanied by the "School" vibes from 50 years. Reinterpreted — but as ever "turbo fast," with a lot of racetrack flair. Full of emotion, adrenaline and of course lots of fun.

Paddock atmosphere, demo drives, exciting workshops and inspiring panel talks — a birthday party just the way we like it. And of course with our race cars — to admire, touch, experience, and lined up for a special birthday serenade, which is accompanied by our companions from the Porsche cosmos, our Porsche factory drivers, and authentic racetrack legends. And, of course, our Porsche Track Experience team. A "school" excursion that will be unforgettable, even for our biggest stars.

We are celebrating 50 years of racetrack history and daring to look into the future. In a wonderful atmosphere and with Porsche racetrack enthusiasts from all over the world.

Excited? So are we. Stay tuned for more information.

Happy Birthday, Porsche Track Experience



Highlights

- Anniversary event at the racetrack with festival flair
- Demo drives in various Porsche models and a vehicle exhibition
- Panel talks with special guests from the Porsche world, Porsche works drivers and real Porsche racetrack legends
- Additional activities for younger guests
- Evening program with live music and a barbecue

And of course there will be many more birthday activities during the Porsche Track Experience 2024 season.



Location and date

Scan the QR code and find out all the latest information about the anniversary event.

[//porsche.click/50YTrack](https://porsche.click/50YTrack)



Adrenaline connects

SPORTFAHRSCHULE AT HEART

