

PORSCHE

CARRERA CUP
GREAT BRITAIN

PORSCHE

SPRINT CHALLENGE
GREAT BRITAIN

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ESPORTS CARRERA CUP
GREAT BRITAIN



Welcome

Following a spectacular year of celebrations in 2023, with the 75th anniversary of Porsche sports cars and the 60th anniversary of our iconic 911, we enter 2024 with a renewed sense of excitement. Since the very early days, racing has sat at the heart of Porsche, influencing everything we do on the racetrack and the road. Our unrivalled history and passion for motorsport is infectious, and when you compete with Porsche you become a part of that story, and a part of our extended family.

The Porsche Motorsport Pyramid enables professional and amateur drivers to fulfil 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.

In 2023 Porsche Carrera Cup GB entered its 21st season, while Porsche Sprint Challenge GB excelled in its fourth, ensuring a busy year of action taking place exclusively as part of the TOCA package racing in support of the British Touring Car Championship. On four occasions our two championships united on the same roster creating some of the biggest weekends of Porsche motorsport yet. Packed grids for both championships throughout the season underlined why the TOCA offering, with its live ITV television coverage, and passionate spectators, is the right home for us.

Like the iconic Porsche 911, our championships continue to evolve, retaining all of the aspects that make them so popular with drivers, teams and fans alike, while also advancing to ensure that they stay fresh and relevant. This year we welcome the arrival of the new Porsche 718 Cayman GT4 RS Clubsport to Sprint Challenge GB, this exciting new car promises to thrill on track as it moves the championship up a gear.

Our commitment to nurturing young racing talent remains paramount for Porsche Motorsport, 2024 sees the arrival of James Wallis, the 2024/2025 Porsche Carrera Cup GB Junior, set to follow in the footsteps of 2023 champion, Adam Smalley. Alongside our successful Junior Programme comes the Young Driver Development Programme, assisting Rookie entrants with a comprehensive package designed to maximise driver development both on and off the track.

In combination, our two championships are set to deliver another fabulous season of racing across a varied calendar of 10 racing weekends, taking in some of the most historic and storied circuits that Great Britain has to offer. We look forward to welcoming familiar names, eager newcomers and new partners to the grid in 2024.

Lee Wilford
Director, Marketing
Porsche Cars Great Britain



WELCOME



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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, 919 Hybrid and the new Porsche 963 in its debut year has resulted in countless wins 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.

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

These combined racing activities form the Porsche Motorsport Pyramid 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 22nd season in 2024. Porsche Sprint Challenge GB enters its fifth season, showcasing an important level in the Porsche Motorsport Pyramid with the introduction of the 718 Cayman GT4 RS Clubsport alongside the 718 Cayman GT4 Clubsport.

Since its inception in 2003, Porsche Carrera Cup GB has enjoyed prime position as part of the TOCA package racing in support of the British Touring Car Championship, this relationship continues in 2024. In addition, Porsche Sprint Challenge GB will also race exclusively with TOCA, on four meetings both championships will feature on the same programme, creating one of the largest race meetings 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 career, the Porsche Motorsport Pyramid delivers everything you're looking for and more.

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

Firstly, through grass roots competition like Porsche Club GB's championships, ambitious racers are offered an entry level prior to taking on the challenge of 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.

In 2015, this success enabled Nick to take a seat in the third 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 returned to the Porsche family in 2023 as a factory works driver, driving the LMDh 963 Hybrid.

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.

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

»»» Porsche is inextricably linked with motorsport. Our three Porsche GB championships – Carrera Cup GB, Sprint Challenge GB and Esports Carrera Cup GB – each offer a unique opportunity to compete at a high level while also becoming part of the wider Porsche racing family extending around the world.

The success of our Porsche Carrera Cup GB Junior Programme speaks for itself, in recent years it has helped to shape the careers of champions including Adam Smalley, Harry King and Dan Harper. But the support we offer extends well beyond that. From our Young Driver Development Programme and generous cash prize funds to our hospitality and sports therapy services, there is something on offer to drivers at every stage in their journey – from sim racers to amateur and professional drivers alike.

James MacNaughton
Manager, Motorsport



CARRERA CUP



Porsche Carrera Cup Great Britain

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

Entering its 22nd season in 2024, 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 Porsche 911 GT3 Cup cars place the emphasis on driver skill. This helps to create exciting, close racing and ensures recognition for the very best drivers in each category.

Former success stories include Dan Harper, the 2018/2019 Porsche Junior champion achieved enviable results as a factory driver for the BMW Junior Team, the youngest ever Porsche Carrera Cup Great Britain champion graduating to become an official BMW works driver.

Others have made the move into British Touring Car Championship (BTCC), including triple champion Dan Cammish, 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.

The latest name to join these Porsche Mobil 1 Supercup alumni is Harry King the 2020/2021 Porsche Carrera Cup GB Junior. In 2022, Harry became a Supercup podium finisher, while also achieving glory in Porsche Carrera Cup Benelux. In 2023 Harry progressed to finish third in the championship standings following victories in Monaco, Hungary and Italy while also conducting a Porsche Carrera Cup Deutschland campaign, winning in Belgium on his championship debut.

Underlining the direct path into European endurance racing, 2022 Porsche Carrera Cup GB champion Kiern Jewiss progressed into the GT World Challenge Europe Endurance Cup in 2023 racing a Porsche 911 GT3-R. Meanwhile, 2022/2023 Porsche Carrera Cup GB Junior Adam Smalley, our newly-crowned champion, bolstered his victorious season at home with a Porsche Mobil 1 Supercup appearance racing in support of the Formula 1® British Grand Prix.

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 2024.

The 2024 Championship is sure to be another action-packed season.



» Porsche Carrera Cup GB enters its 22nd season in 2024, the UK's fastest single-marque GT racing championship is a proven formula, yet it continues to evolve and grow, occupying a unique position in British motorsport and acting as an important step on the Porsche Motorsport Pyramid.

The championship consistently attracts strong grids populated with competitive drivers and teams who want to prove themselves against the very best. Close and exciting racing is guaranteed, and that's part of the reason why Carrera Cup GB is recognised as such a popular piece of the TOCA package.

We look forward to welcoming old and new faces alike in 2024.

James MacNaughton
Manager, Motorsport



WELCOME

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Fastest one-make GT racing car in Great Britain



From concept to creation and introduction to the racetrack, delivering 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 510 hp at 8,400 rpm and 470 Nm at 6,150 rpm, accelerating to speeds exceeding 170 mph.

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 operational 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.

CARRERA



»»» Moving up into the GT3 Cup car was a big step in comparison to the Cayman in Porsche Sprint Challenge GB. Much of the season was spent learning the car and trying to become more comfortable. Throughout the season, I could see my pace improving, and with such a competitive grid, I am super happy to have achieved my debut win at Silverstone and to walk away with the Rookie Championship.

Harry Foster
Porsche Carrera Cup GB 2023 Rookie Champion

2024 Race Calendar

2024



CALENDAR

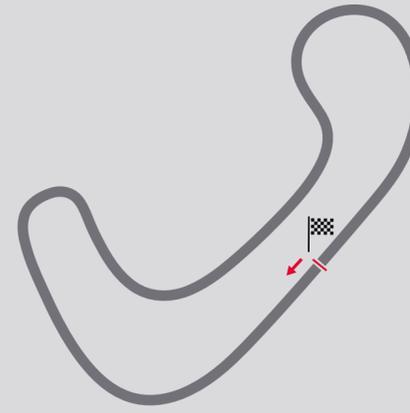
Since its inception in 2003, Porsche Carrera Cup Great Britain has continued to be a vital part of the TOCA package supporting the British Touring Car Championship, this continues in 2024 for the 22nd season. Thanks to greater televised coverage of the TOCA weekend by ITV, there has been increased exposure with record viewing figures that are set to continue in 2024 raising the profile of all our teams, drivers, and sponsors.

For the second year in a row, 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.

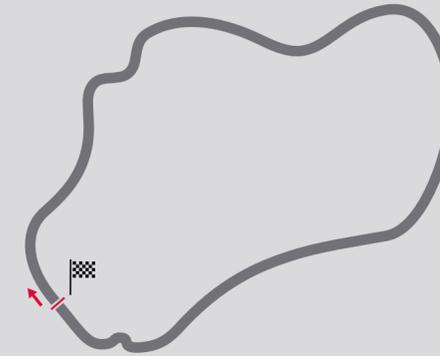
Included in the 2024 season entry fee will be Porsche Exclusive Test Days at selected circuits taking place throughout the year. In previous years these have proved very successful, receiving overwhelmingly positive feedback, Porsche is excited to offer these opportunities again in 2024.



Rounds 1 & 2
Donington Park National
27 – 28 April



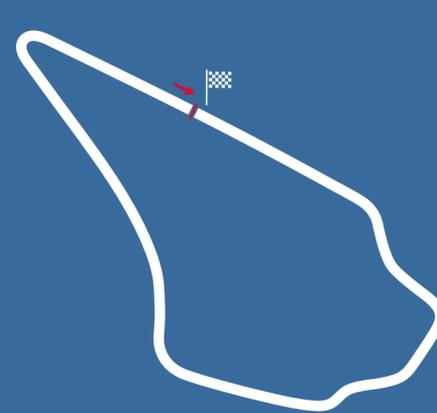
Rounds 3 & 4
Brands Hatch Indy
11 – 12 May



Rounds 5 & 6
Thruxton
8 – 9 June



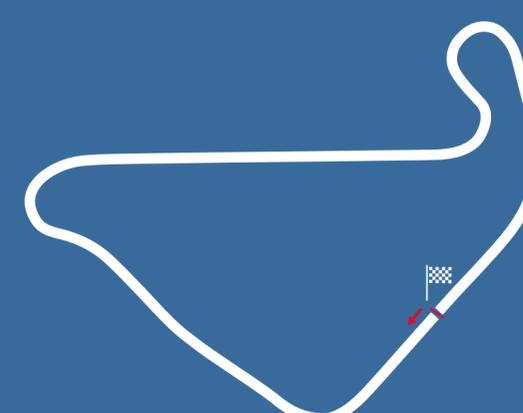
Rounds 7 & 8
Croft
27 – 28 July



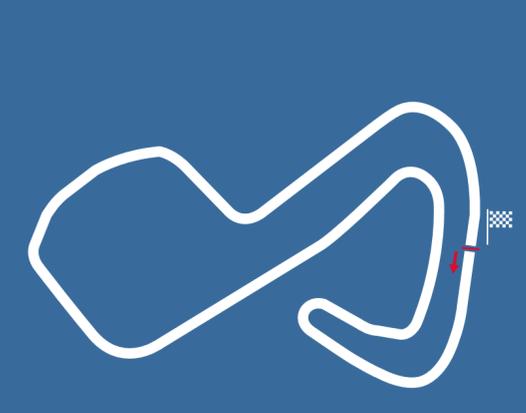
Rounds 9 & 10
Knockhill
10 – 11 August



Rounds 11 & 12
Donington Park GP
24 – 25 August



Rounds 13 & 14
Silverstone National
21 – 22 September



Rounds 15 & 16
Brands Hatch GP
5 – 6 October



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

Porsche Carrera Cup Great Britain Junior 2024/25 Sponsored by RAFA Racing Club

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 2024 with the arrival of James Wallis, the 2024/2025 Porsche Carrera Cup GB Junior.

In 2022 Adam Smalley took victory on his debut weekend, going on to secure overall championship glory in 2023 – his second year as part of the programme. Smalley took over the coveted role from Harry King, following in the footsteps of Dan Harper and Charlie Eastwood, who all won Porsche Carrera Cup Great Britain honours before embarking on careers in international motorsport.

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. Candidates are put through their paces by Porsche Human Performance Centre experts at the Porsche Experience Centre at Silverstone where they are assessed both on and off the track.

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 runs up the famous Goodwood hill in 2022 and 2023 were hits on social media, most recently setting the fourth fastest time overall, the quickest in his category. In 2023 he made his Goodwood Revival debut competing in the Fordwater Trophy race driving a classic 911 alongside former Formula 1® and IndyCar Series driver Max Chilton

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.



»»» Winning the Porsche Carrera Cup GB Championship is a dream come true. From the moment that I won the Junior shootout, my goal was the title. The Junior programme has developed my skills as a driver both on and off the circuit, it has supported me every step of the way. I can't thank everyone at Porsche GB enough for believing in me and providing the opportunity to achieve my dream.

Adam Smalley
Porsche Carrera Cup GB Junior 2022/2023 & 2023 Champion





Young Driver Development Programme Sponsored by RAFA Racing Club

Providing support for young racing drivers, the Young Driver Development Programme continues in 2024, 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

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.

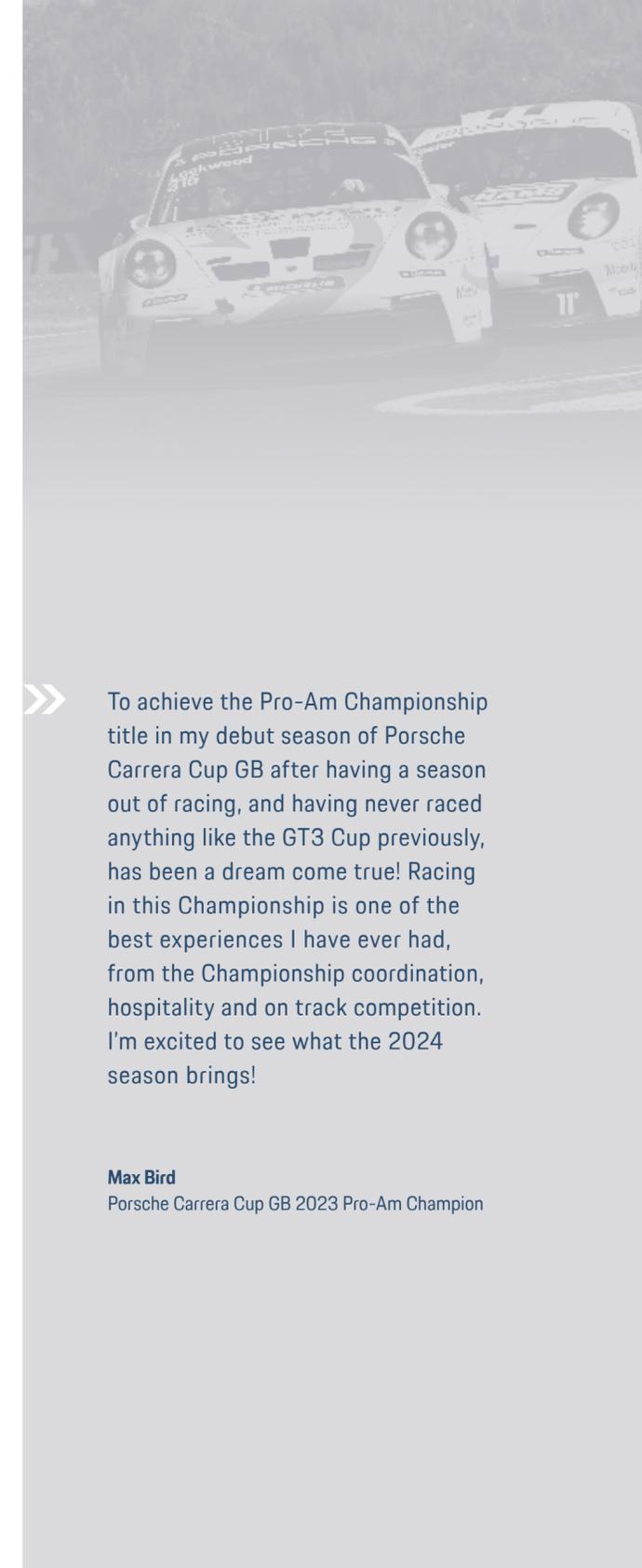


In association with tyre partner, Michelin, the Young Driver Development Programme supplies 12 slick Michelin tyres, as well as a Michelin Tyre Masterclass. The Masterclass focuses on technical training from Michelin experts to achieve peak tyre performance. The Porsche Carrera Cup Great Britain Technical Team will also be on hand throughout the 2024 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 provides tailored 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 2024. 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 2024 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.



» To achieve the Pro-Am Championship title in my debut season of Porsche Carrera Cup GB after having a season out of racing, and having never raced anything like the GT3 Cup previously, has been a dream come true! Racing in this Championship is one of the best experiences I have ever had, from the Championship coordination, hospitality and on track competition. I'm excited to see what the 2024 season brings!

Max Bird
Porsche Carrera Cup GB 2023 Pro-Am Champion

Race formats

In 2024 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.

CARRERA CUP POINTS



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 will 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 2024 Porsche Carrera Cup Great Britain is offering incredible weekend prize money.

The 2024 distribution of prize money for race weekends stays the same for the Pro and Pro-Am categories. As in 2023, the Pro category prize money will reflect the drivers' category finishing order in Race 1, in the same way that championship points are distributed.

	PRO RACE 1	PRO RACE 2	PRO AM RACE 1 & 2
1ST	£1,500	£1,200	£1,000
2ND	£1,200	£1,000	£700
3RD	£1,000	£700	£500



Exceptional championship prizes

The total 2024 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 2024, the Pro, Pro-Am, and Am champions will experience this transfer first-hand, by winning the use of a Porsche 911 Carrera for one year. Team champions will receive the use of a Cayenne E-Hybrid.

Tag Heuer Chronograph wristwatches will be awarded at the end of the year in 2024, one for each driver with the highest number of fastest laps per category.

At the end of the 2024 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



Porsche 911 Carrera T



 TAG Heuer



Registration fees

Registration fees for Porsche Carrera Cup Great Britain 2024 are as follows:

PRO	£30,000 + VAT
PRO-AM	£30,000 + VAT
AM	£26,000 + VAT

The 2024 race season will provide drivers with seven exclusive Porsche test days, two pre-season and five 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 2024 BRITISH CHAMPIONS 50% DISCOUNT

Attracting and inspiring premium talent is an integral part of the Porsche brand, and in 2022 and 2023 we offered the overall winners of British Championships a half-price entry fee. This incentive continues for 2024 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 GT Championship	GTP 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 2023 drivers who returned their completed registration form and paid their registration fees early and that offer continues for 2024.

Any driver registering before 30 November 2023 will receive £4,000 within two weeks of the last round of the 2024 season.

Any driver registering before 19 January 2024 will receive £2,500.

30 NOV	£4,000
19 JAN	£2,500

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Carrera Cup GB season 2024, 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 has 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 SPORTS PHYSICIAN 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 prevention and treatment, including taping, acupuncture and working with drivers on simple warm-up and mobility exercises. Access and support of this programme will be subject to regulations and best practices.



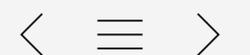
Extensive team support



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



WELCOME

CARRERA CUP

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Team Cayenne 2024 and Porsche Motorsport 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.

This season will see an all-new Race Centre, which will continue to be at the heart of the action for both championships. 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.



» 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 continues to invest heavily to promote Porsche Carrera Cup Great Britain nationwide, including in the digital space within Porsche Centres and Porsche events. The championship benefits from a resolute media team including a Media Officer and a photographer who will supply free access to all images at every race weekend.

» ITV's high quality, all-day-live free-to-air exposure is one of the most comprehensive and enviable within motorsport - anywhere on the planet. So, with ten events at eight of the UK's finest motorsport venues set to wow the hundreds of thousands of trackside crowds throughout the season, and millions more watching on television, 2024 promises to be another great year for our events.

Alan Gow
CEO TOCA



ITV



Porsche



Carrera Cup GB

MEDIA



Media awareness

TV COVERAGE IN 2023

In 2023, Porsche Carrera Cup Great Britain received extensive live coverage on ITV4 and ITV1.

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.

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

Cumulative Audience ————— 14.8 million
TV & Streaming ————— 46 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

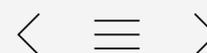
The explosion of digital communications and social media has further heightened exposure of publicity for Porsche Carrera Cup Great Britain.

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 28 million Instagram, 11 million Facebook, 2.1 million X and 1.7 million LinkedIn followers globally*.

Last season saw the introduction of a dedicated channel for Porsche GB motorsport content, the @PorscheRaces_GB Instagram channel has grown organically to reach over 6,000 followers, communicating with fans of Porsche Carrera Cup GB, Sprint Challenge GB and Esports Carrera Cup GB. This sits alongside the established X channel of the same name, which enjoys 7000 engaged followers.

*Porsche global Facebook, global X, Instagram and LinkedIn UK reach as of November 2023.



WELCOME

CARRERA CUP

SPRINT CHALLENGE

ESPORTS

CONTACTS

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 ahead of each race weekend, press releases are regularly distributed to our motorsport and regional press contacts, and made available on the Porsche press website: press.porsche.com

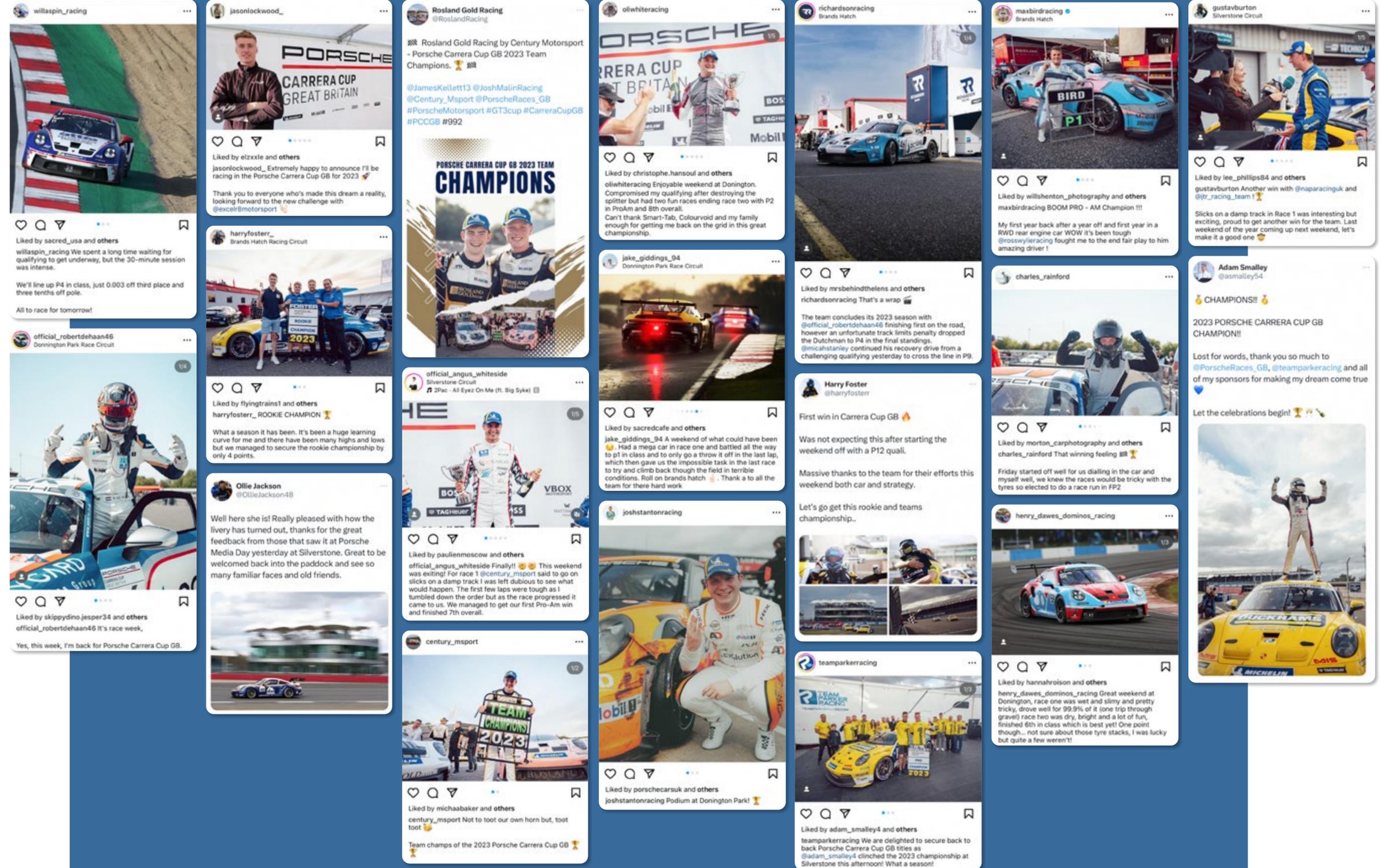
Porsche Carrera Cup Great Britain regularly receives media coverage in Autosport (8,500 weekly readers), Motorsport News (6,700 weekly readers), Porsche Post (23,000 monthly readers) and Race Day programmes (30,000 total annual readership).

The championship also features on www.thecheckeredflag.co.uk attracting 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 360,000* spectators travelled to watch a race at their favourite circuits in 2023.

*Figures correct at the time of publication.



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.



» Our shared values make Porsche Cars GB the perfect partner for Hattingley Valley, elevating life's moments and building a strong association with the pinnacle of motorsport. The synergies between the brands were a big factor in the decision to partner together. Both brands exemplify the traditions of craftsmanship and engineering from Germany and UK, united in passion and flair as they pursue a life well lived – showcasing that passion and drive are the core tenants of this mantra.

Chris Unger
Sales and Marketing Director, Hattingley Valley



HIGHLIGHTS

2023

Highlights from Porsche Carrera Cup GB 2023

The Porsche Motorsport Great Britain Team would like to thank every driver and team for their incredible commitment and dedication to the 2023 championship.



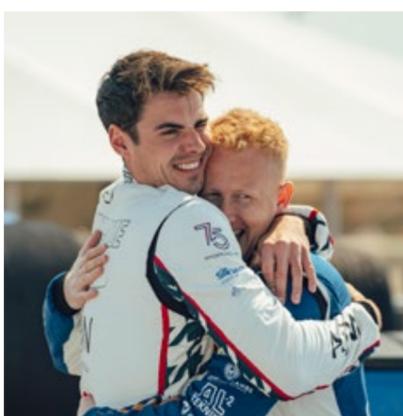
WELCOME

CARRERA CUP

SPRINT CHALLENGE

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CONTACTS



SPRINT



CHALLENGE

Porsche Sprint Challenge Great Britain



Competing in 718 Cayman GT4 RS Clubsport and 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 point structure and championship table, despite racing on the same grid.

The 2024 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 of those involved.

Continuing from 2023, Porsche Sprint Challenge GB will include one pre-season and three in-season Porsche exclusive test days. All drivers will also continue to 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 Sprint Challenge GB in 2024.

»»» 'Porsche Sprint Challenge GB is the premier One-Make GT4 Championship in Great Britain, it enters its fifth season in 2024 and continues to flourish having established itself as a popular addition to the TOCA package.

Drivers in both the Professional and Amateur Categories enjoyed large, competitive grids throughout 2023, with close and exciting racing taking place at some of the UK's most challenging circuits.

As the championship continues to evolve, for 2024 we are excited to welcome the Porsche 718 Cayman GT4 RS Clubsport to Sprint Challenge GB. The perfect compliment to our existing 718 GT4 Clubsport, both cars will ensure that the championship continues to act as an attractive and accessible package for drivers and teams alike.

Ian Fletcher
PSCGB Championship Coordinator





New Porsche 718 Cayman GT4 RS Clubsport



A mid-mounted 4.0-litre flat-six engine powers the Porsche 718 Cayman GT4 RS Clubsport, delivering 500 hp at 6,000 rpm and 465 Nm at 6,600 rpm. Drive is transmitted to the rear wheels through a seven-speed Porsche Doppelkupplung gearbox with short ratio gears. The new 718 Cayman GT4 RS Clubsport is SRO GT4 homologated.

The Porsche 718 Cayman GT4 RS Clubsport features:

- Optimised aerodynamics (new gurney, flics, air curtains, wheel housing vents, etc)
- Adjustable anti-roll bars on front and rear axle
- Adjustable brake bias system
- Integrated air jack system
- Racing optimised 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 and roof access hatch (certified to FIA Art. 275a), six-point harness in accordance with the FIA standard for 2023
- 115-litre FT3 safety fuel tank
- Quick-release racing steering wheel made of natural composite material
- Automatic fire extinguisher

Porsche 718 Cayman GT4 Clubsport



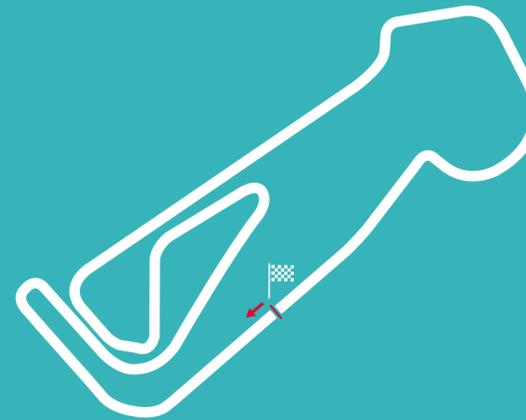
A mid-mounted 3.8-litre flat-six engine powers the Porsche 718 Cayman GT4 Clubsport, delivering 425 hp at 7,500 rpm and 425 Nm at 6,600 rpm. Drive is transmitted to the rear wheels through a six-speed Porsche Doppelkupplung gearbox, optimised for racing.

The Porsche 718 Cayman GT4 Clubsport features:

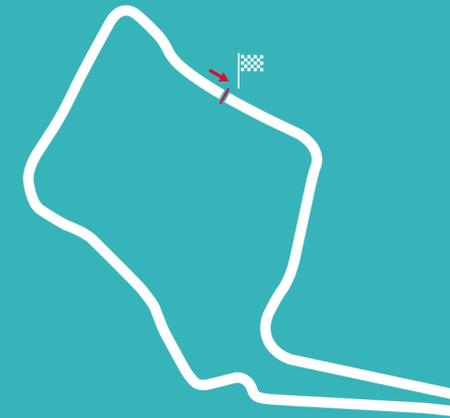
- Adjustable brake bias system
- Integrated air jack system
- Porsche Stability Management (PSM) with ABS, Electronic Stability Control (ESC) and Traction Control (TC)
- Recaro race bucket seat, adjustable to the driver
- Welded-in roll cage (certified to FIA Art. 277) and roof access hatch (certified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



2024 Race Calendar



Rounds 1, 2 & 3
Snetterton
25 – 26 May



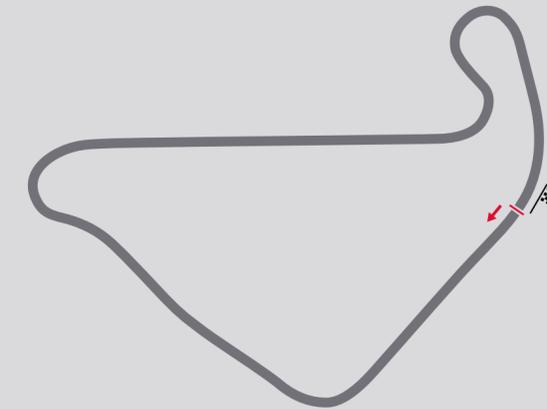
Rounds 4, 5 & 6
Oulton Park
22 – 23 June



Rounds 7, 8 & 9
Croft
27 – 28 July



Rounds 10, 11 & 12
Donington Park GP
24 – 25 August



Rounds 13, 14 & 15
Silverstone National
21 – 22 September



Rounds 16, 17 & 18
Brands Hatch GP
5 – 6 October



2024 CALENDAR

Running over six exhilarating weekends, the 2024 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 publication.

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

Race formats

RACE 1

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

RACE 2

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

RACE 3

The finishing order of the second race will decide the starting grid for the third race each weekend. Like last year, if a driver does not finish in Race 1 and 2, they will start behind the last race finisher within their category, and not at the back of the entire grid.

Alongside the Porsche 718 Cayman GT4 Clubsport, 2024 sees the arrival of an all-new car – the Porsche 718 Cayman GT4 RS Clubsport.

Both cars will form an equally important part of the championship, with drivers in two competitive categories – Pro and Am – appearing in each generation of Porsche Cayman racer.

POINTS CHALLENGE

POINTS STRUCTURE 2023

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

RACE 1, Pro and Am points allocation:		RACE 2, Pro and Am points allocation:		RACE 3, Pro and Am points allocation:	
1ST	10 PTS	1ST	10 PTS	1ST	10 PTS
2ND	8 PTS	2ND	8 PTS	2ND	8 PTS
3RD	6 PTS	3RD	6 PTS	3RD	6 PTS
4TH	5 PTS	4TH	5 PTS	4TH	5 PTS
5TH	4 PTS	5TH	4 PTS	5TH	4 PTS
6TH	3 PTS	6TH	3 PTS	6TH	3 PTS
7TH	2 PTS	7TH	2 PTS	7TH	2 PTS
8TH	1 PT	8TH	1 PT	8TH	1 PT

ADDITIONAL POINTS

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



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.

Every Porsche is born from a motorsport soul, and we take pride in transferring racetrack technology onto the road. For 2024, both Pro champions will experience this transfer first-hand, by winning the use of a Porsche 718 Cayman GTS 4.0 for one year.

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 exclusive Race Centre, each weekend, which will act as the hub of activity for both championships during race weekends.



» Winning the championship in 2023 was a dream come true. I really enjoyed the professionalism of the Porsche Sprint Challenge GB this year, It was the perfect stepping stone into the Porsche Motorsport Pyramid. I really got to grips with the Porsche Cayman in the final half of the year, winning all three races at Silverstone before wrapping up the championship at Brands Hatch with another two wins.

Joe Warhurst
Porsche Sprint Challenge GB 2023 Champion

Championship registration



The Porsche Sprint Challenge Great Britain 2024 registration fee for both the Pro and Am categories is £20,000 plus VAT.

EXCLUSIVE 2024 BRITISH CHAMPIONS 50% DISCOUNT

Continuing from 2023, and included within the Championship Registration Fee, Porsche Sprint Challenge GB will host one pre-season and three 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 and 2023 we offered the overall winners of British Championships a half-price entry fee. This incentive continues for 2024 across the following British Championship races:

British GT	GT3 Overall Champion
FIA British F4	Overall Champion
Ginetta GT Championship	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 offered substantial benefits to 2023 drivers who returned their completed registration form and paid their registration fees early and that offer continues for 2024.

Date of confirmed entry to championship	Value of reward (paid back at the end of the season)
30 NOV	£2,000
19 JAN	£1,000

To qualify for early registration rewards, drivers must compete in all rounds of the Porsche Sprint Challenge GB season 2024, unless Porsche agrees they are unable to compete in one or more races due to circumstances outside their reasonable control.





The 2023 Sprint Challenge GB championship has been an incredible experience for me from start to finish! Having never driven on slicks before this year, we knew we were in for a steep learning curve. It was clear from the first round that the competition in the Am Championship was going to be close and Raceway Motorsport and myself would need to up our game to be able to compete at the front with the fastest Am drivers. As it turned out, the standard of driving was so high that we had to run virtually at the pace of the Pro drivers all season to actually win the Am championship. The car never missed a beat all year and the racing was always close, fair and respectful. I loved every moment of it!

Marc Warren
Porsche Sprint Challenge GB 2023 Am Category Champion

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.



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.





Media awareness

TV COVERAGE IN 2022*

Porsche Sprint Challenge GB received live coverage on ITV television

Cumulative Audience _____ 14.8 Million

TV & Streaming _____ 25 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.

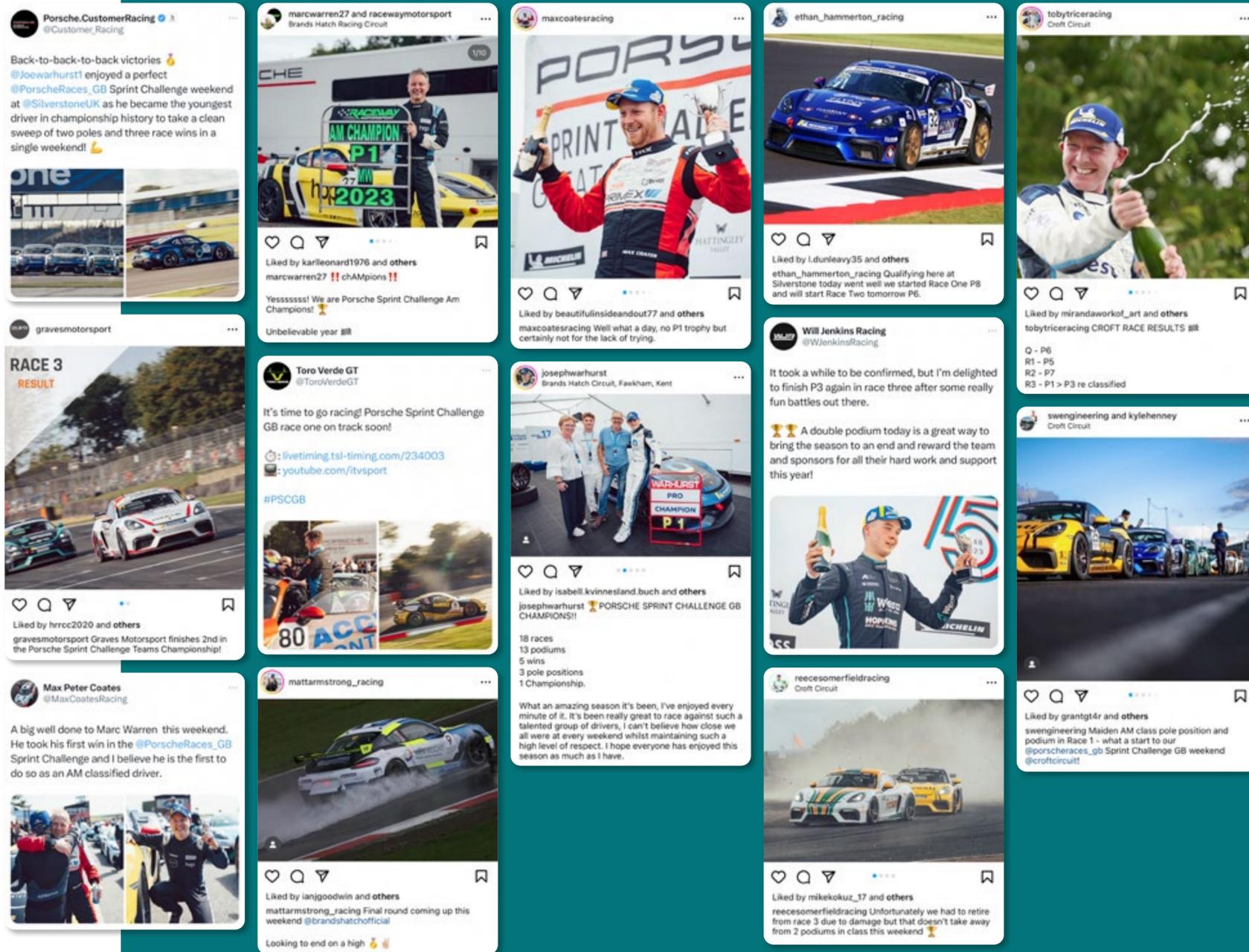
We have more than 27 million Instagram, 11 million Facebook and 2,000,000 X global followers, and nationally, 74,000 LinkedIn followers*.

Last season saw the introduction of a dedicated channel for Porsche GB motorsport content, the @PorscheRaces_GB Instagram channel has grown organically to reach over 6,000 followers, communicating with fans of Porsche Carrera Cup GB, Sprint Challenge GB and Esports Carrera Cup GB. This sits alongside the established X channel of the same name, which enjoys 7000 engaged followers.

MEDIA SERVICE

Via a dedicated trackside service, Porsche Car Great Britain continues to invest heavily to promote Porsche Sprint Challenge Great Britain nationwide, including in the digital space within Porsche Centres and Porsche events. The championship benefits from a resolute media team including a Media Officer and a photographer who will supply free access to all images at every race weekend.

As a result, Porsche Sprint Challenge 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 ahead of each race weekend, press releases are regularly distributed to our motorsport and regional press contacts, and made available on the Porsche press website: press.porsche.com



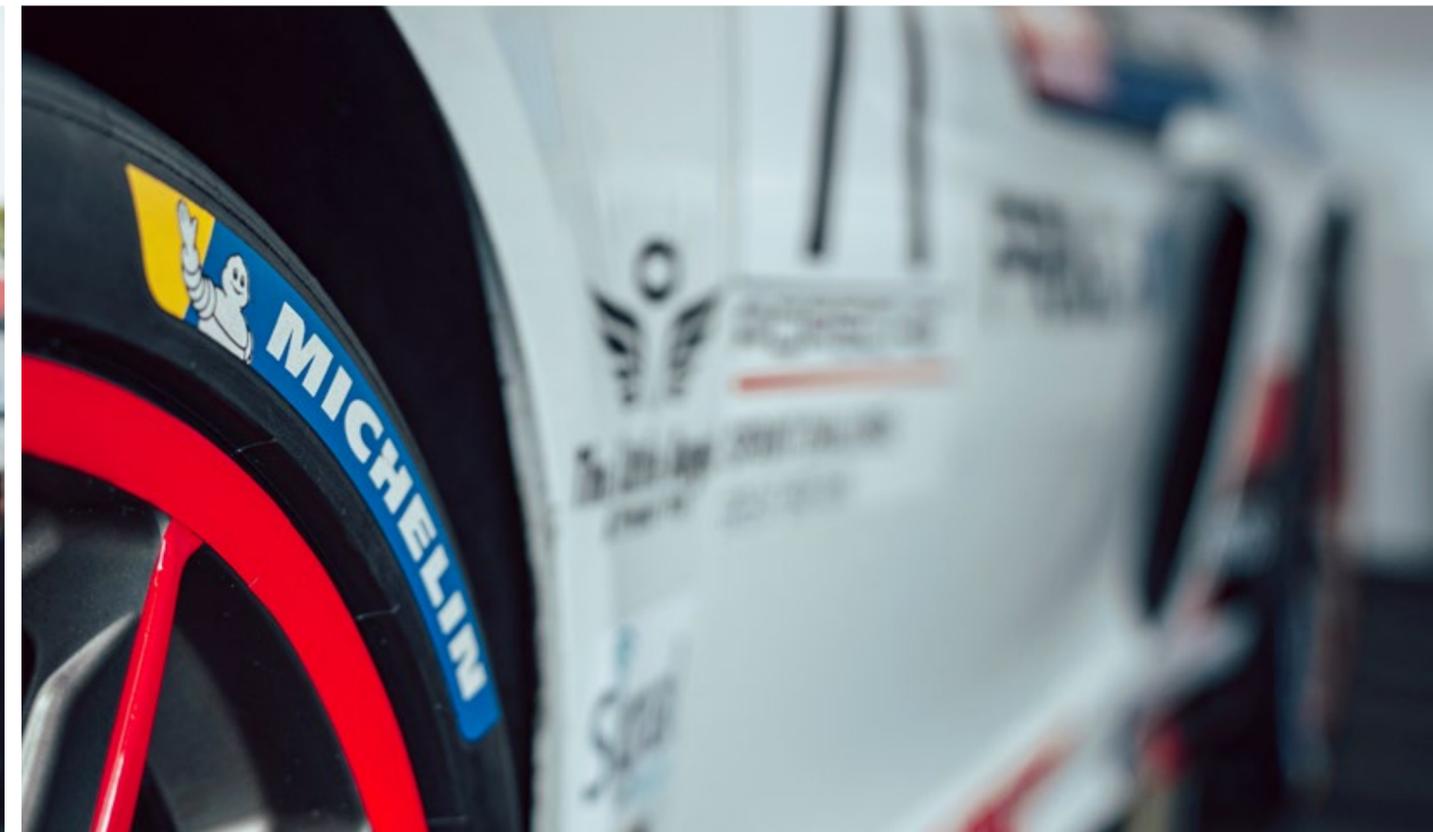
Partnerships

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 2024 season. In addition to brand exposure, the championship will include opportunities for PR, customer communications, product placement, race weekend hospitality and display cars.



click logos



2023 HIGHLIGHTS

Highlights from Porsche Sprint Challenge GB 2023

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 2023.



ESPORTS CARRERA CUP



& SPRINT CHALLENGE



Porsche Virtual Motorsport Pyramid

Like the Porsche Motorsport Pyramid, the Porsche Virtual Pyramid provides a pathway for budding Esports racers to progress from the grass roots of online multi-player console racing, all the way to the pinnacle of global competition. Ambitious sim racers looking to shine can climb up the ranks through organised community races, national Porsche Esports challenges and championships to international racing series, culminating in virtual endurance racing alongside the world's best factory squads.

Sim racing remains one of the most accessible routes into motorsport competition, and Porsche is passionate about encouraging Esports fans of all ages and backgrounds to prove their skills against one another. In addition to time trial console competition against the clock, drivers have enjoyed the opportunity to race online in the Porsche Esports Sprint Challenge GB and Porsche Esports Carrera Cup GB on the iRacing platform – an online subscription-based racing simulation used by racers around the world.

Porsche Esports Sprint Challenge GB is a new virtual championship created with Motorsport UK Esports. Drivers in two categories, Pro and Am, battle over four weekends driving the Porsche 911 GT3 Cup or Cayman GT4 Clubsport MR. Meanwhile, Porsche Esports Carrera Cup GB, the virtual championship for professional sim racers driving the 911 GT3 Cup, enters its fourth season in 2024. Delivering an action-packed calendar of 16 races across eight weekends, it mimics Porsche Carrera Cup GB, previous seasons have witnessed an intriguing crossover with the arrival of real-world race winners including 2022/2023 Junior Adam Smalley, Charles Rainford and Josh Malin.

Finally, those with proven skill and speed can test themselves against the very best in the world, progressing to the Porsche TAG Heuer Esports Supercup, and the virtual Le Mans Series where the world's most elite racers from both the real and Esports worlds unite.



RAFA Racing Club Porsche Esports Carrera Cup Great Britain

Esports is short for 'electronic sports', a form of competition using video simulations – 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 to become a market worth more than one billion (GBP) in 2023.

Sim racing, the motorsport side of Esports offers budding drivers an accessible route into competition. Porsche prides itself on encouraging new racing talent and 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, RAFA Racing Club 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 RAFA Racing Club Porsche Esports Carrera Cup GB, skilful 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.



The 2023 Porsche Esports Carrera Cup GB was an extremely enjoyable season for me, I picked up my second championship. The competition has always been fierce, and the organisation was excellent, allowing us to enjoy some fantastic racing every round. It is without doubt one of my favourite competitions I've competed in, and this was my third year of taking part, I'm looking forward to next year!

Sebastian Job
PECCGB 2023 Champion



WELCOME

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2024 Race Calendar



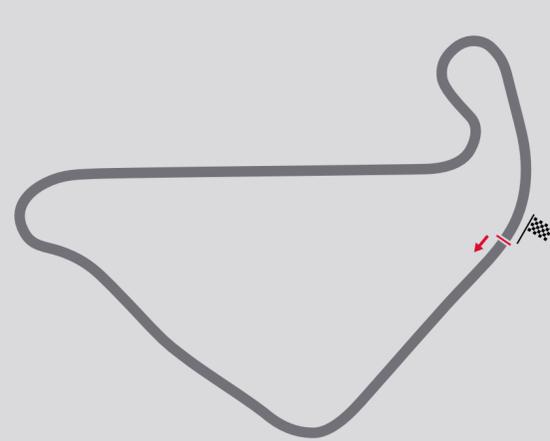
2024 CALENDAR



In 2023, 26 of the world's best racers fought for a prize pot totalling more than £30,000, in the both the Professional and Amateur categories.

Qualifying takes place in December 2023 with a full calendar of racing events starting in January 2024 over eight weekends. The action will play out across accurate renditions of the UK's best circuits, beginning at Silverstone National with the grand finale at Brands Hatch GP.

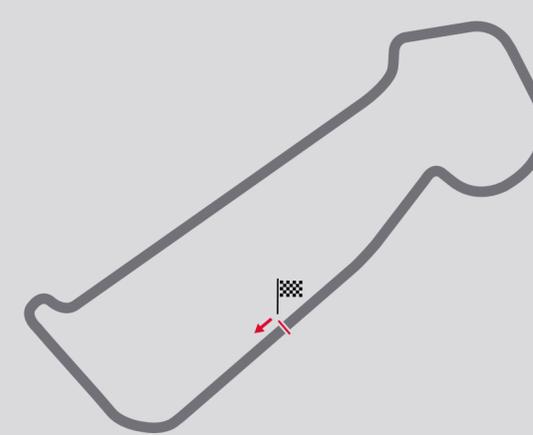
Returning for 2024 is an exciting guest event, which sees the championship race at a circuit chosen by the Porsche Motorsport community.



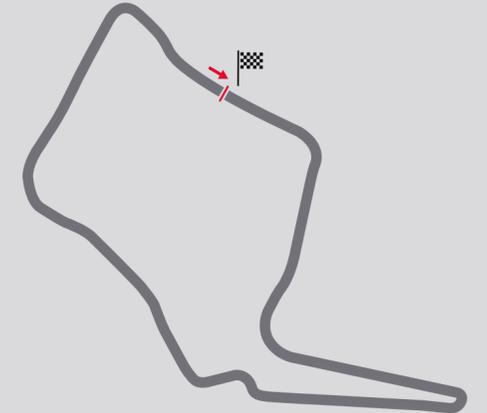
Rounds 1 & 2
Silverstone National
14 January



Rounds 3 & 4
Donington Park National
28 January



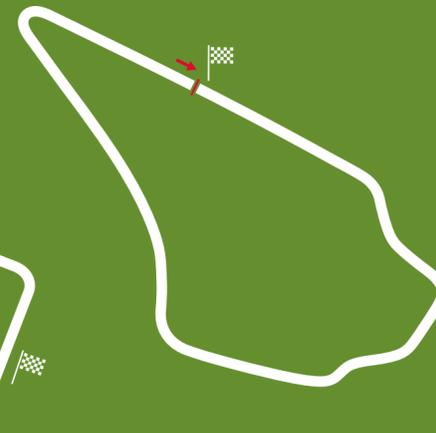
Rounds 5 & 6
Snetterton 200
11 February



Rounds 7 & 8
Oulton Park Island
25 February



Rounds 9 & 10
Guest Round, Bathurst
3 March



Rounds 11 & 12
Knockhill International
24 March



Rounds 13 & 14
Donington Park GP
14 April



Rounds 15 & 16
Brands Hatch GP
5 May

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



WELCOME

CARRERA CUP

SPRINT CHALLENGE

ESPORTS

CONTACTS

Race formats

In 2024 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.

POINTS ESPORTS

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) and Am category 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 will be awarded two championship points. Drivers will be awarded one championship point for setting the fastest lap time of each race within their category.

Exceptional championship prizes

The total 2024 championship prize pot is extremely generous totalling more than £30,000.

For each race in the 2024 season, drivers will win the following:

	PRO & AM
1ST	£150
2ND	£100
3RD	£50

At the end of each season, drivers will win the following:

	PRO	AM
1ST	£7,500	£3,250
2ND	£5,000	£2,500
3RD	£2,500	£1,250



»»» The introduction of a new community-based championship underlines Porsche GB's commitment to Esports. This new addition is an affordable and accessible route into competition for sim racing enthusiasts seeking to take on a new challenge, and those looking to take their first steps on the Porsche Virtual Motorsport pyramid.

Lee Brown
Porsche Esports Championship Organiser

ESPORTS

Porsche Esports Sprint Challenge Great Britain

For 2023, Porsche GB launched a new Esports championship to sit alongside Porsche Esports Carrera Cup GB.

Porsche Esports Sprint Challenge GB is a new virtual championship created with Motorsport UK Esports. Drivers in two categories, Pro and Am, battle over four weekends driving the Porsche 911 GT3 Cup or Cayman GT4 Clubsport MR on the iRacing platform.

Race weekends take in accurate virtual recreations of some of the most famous circuits in the UK, including Silverstone and Donington Park.

Champions in both categories will receive a driving experience day at Porsche Experience Centre Silverstone in road-going versions of the Porsche 911 and 718 Cayman.





Thank you

We look forward to welcoming you to our Porsche Motorsport Great Britain Championships in 2024. For more information in relation to the Porsche Carrera Cup Britain, Porsche Sprint Challenge Great Britain, or Porsche Esports Carrera Cup Great Britain, please contact the following members of staff:



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