
PORSCHE
CARRERA CUP
NORTH AMERICA
WIN WITH PORSCHE.

AGENDA.

- The Series.
- The Car.
- The Events.
- Reach & Exposure.
- Paddock Experience.
- Hospitality.



PORSCHE CARRERA CUP NORTH AMERICA.

Attracting some of the best race car drivers from North America and around the world Porsche Carrera Cup North America is the preeminent one-make championship on the continent.

- Region's premier one-make series, where competition is defined by equal machinery
- Proven launchpad for rising talent with a pathway to international success
- Identical Porsche 911 Cup (Type 992.2) race cars on iconic stages
- 2 F1 Grands Prix + 5 IMSA weekends

7 Marquee events.

6 Hotly contested championships.

1 Premier racing series.

2027 CALENDAR

27 – 29 January	Rolex 24 Hours At Daytona (IMSA)
17 – 19 March	Mobil 1 Twelve Hours of Sebring (IMSA)
16 – 18 April	Grand Prix of Long Beach (IMSA & IndyCar)
Date TBA	Miami Grand Prix (Formula 1)
28 – 31 July	SportsCar Grand Prix at Road America (IMSA)
6 – 8 October	Petit Le Mans at Road Atlanta (IMSA)
Date TBA	United States Grand Prix at COTA (Formula 1)

ONE SERIES, SIX CHAMPIONSHIPS.



While Carrera Cup looks like one series, there are actually **six title battles** being fought out at the same time:
Pro, Pro-Am, Masters, Rookie, Team, plus the ANDIAL Cup.

A CLOSER LOOK.

Pro Championship
Featuring the stars of the future, the Pro class provides a key launching pad for young talent to further develop their career.

Pro-Am Championship
The Pro-Am class provides the chance for semi-pro drivers to battle it out at some of the best circuits in the country.

Masters Championship
In the world of racing, age is but a number. This series celebrates the unyielding spirit of seasoned racers who refuse to let the years define their limits.

Rookie Championship
This championship is for the newcomers. Drivers who have not collected experience in the Porsche Carrera Cups will be eligible for this class.

Team's Championship
Teams also get a chance to compete against each other head-to-head in a title battle. This championship rewards success across a number of cars that are fielded during the season.

ANDIAL Cup
The ANDIAL Cup was introduced in 2024 to provide competitors an additional award for competing only at the most iconic road courses in North America.



PORSCHE 911 CUP CAR.

Porsche Carrera Cup North America races the brand new Porsche 911 Cup car, based on the latest Type 992.2 generation.

A new chapter begins – watch the introductory video below:



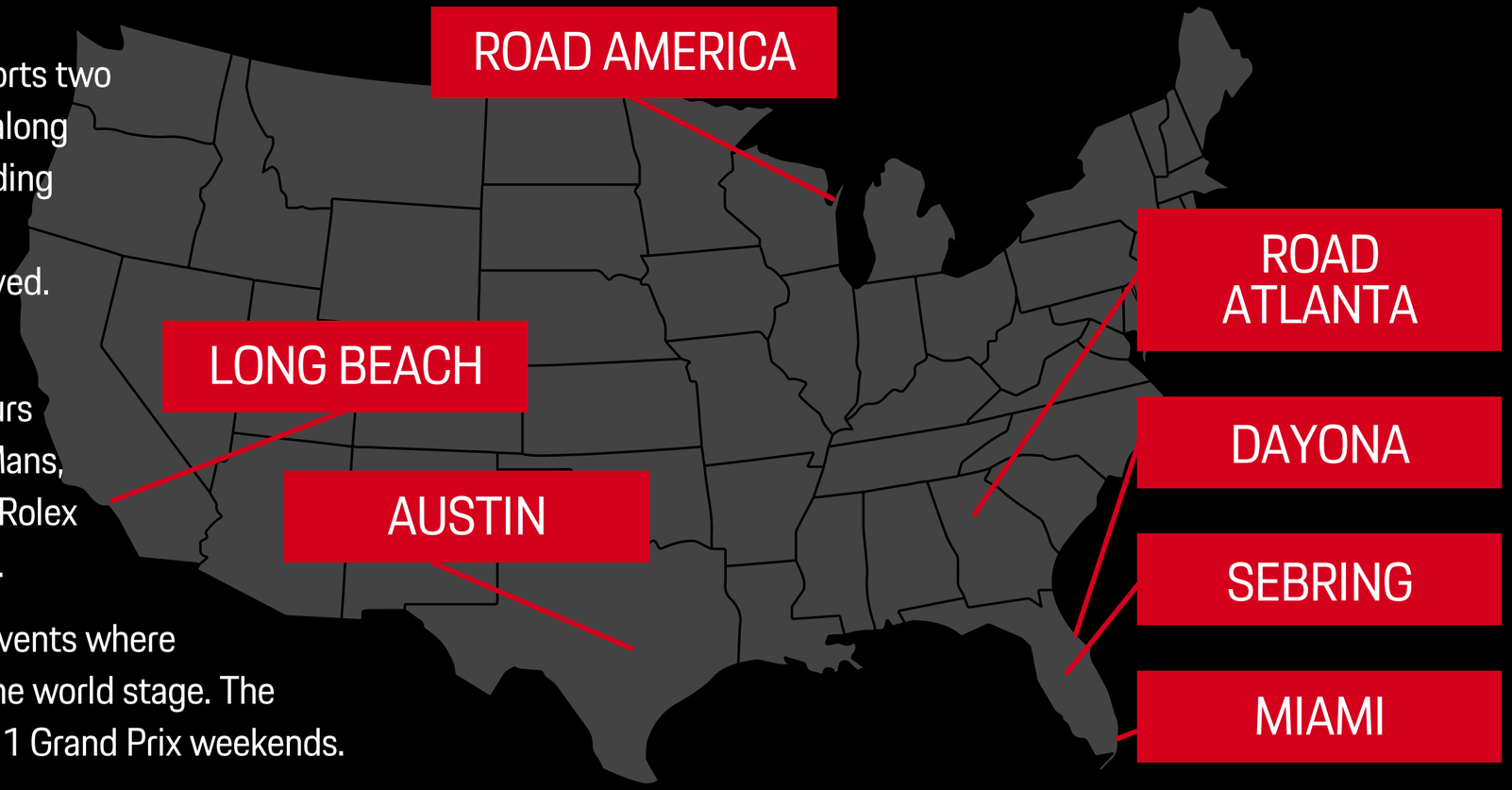
NATIONAL REACH & HIGH PROFILE EVENTS.

Porsche Carrera Cup North America showcases a premium series that travels to top destinations across the continent.

The 2027 Carrera Cup North America season supports two of the premier Formula 1 events in North America, along with five iconic IMSA events, delivering market-leading event attendees, broadcast reach, and a premium experience for all drivers, teams, and partners involved.

The series races at the biggest events on the North American racing calendar, including the Twelve Hours of Sebring, the Grand Prix of Long Beach, Petit Le Mans, and for the first time in series history, at the famed Rolex 24 Hours At Daytona in January to open the season.

But the spotlight shines even brighter for two key events where Porsche Carrera Cup North America competes on the world stage. The championship races at the Miami & Austin Formula 1 Grand Prix weekends.



DRIVER DEVELOPMENT PROGRAMS.

Porsche Motorsport North America provides a structured pathway to identify, develop, and advance the next generation of professional racing talent.

Porsche Junior Program

The foundation of Porsche's driver development pathway.

- The Junior Program identifies and develops emerging talent competing in North American Porsche One-Make championships, providing mentorship, financial support, and performance-based incentives to accelerate professional growth.

Porsche Mobil 1 Female Driver Program

Supporting and advancing female talent in motorsport.

- Created in partnership with Mobil 1™, the program provides female racers with development opportunities, resources, and visibility while creating a pathway toward professional sports car racing careers.

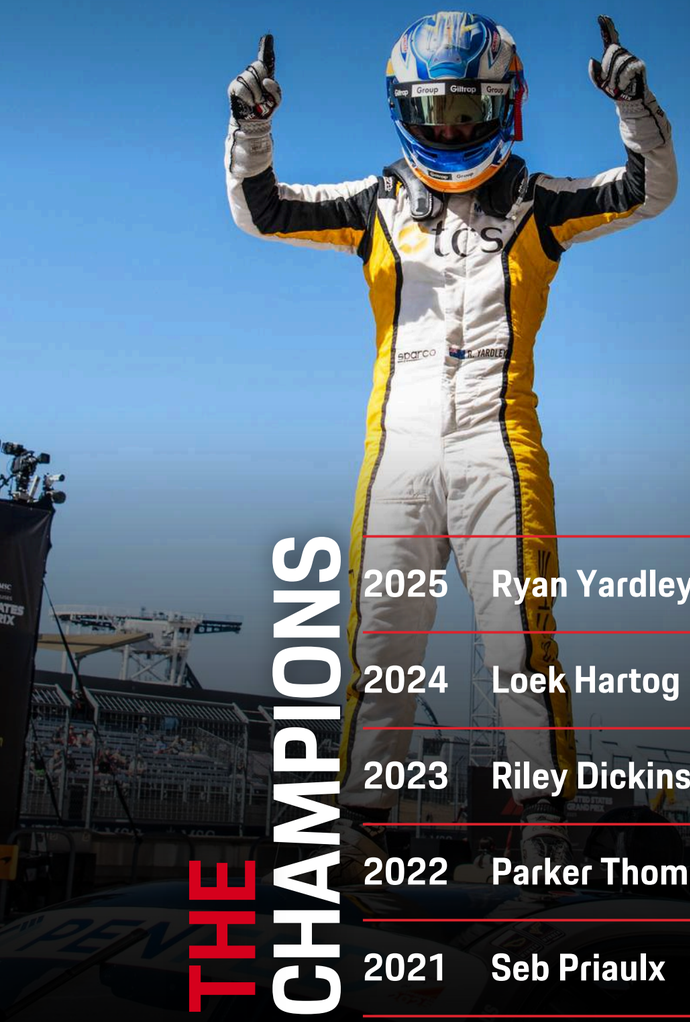
Porsche Selected Driver Program

The bridge to professional GT competition in IMSA & SRO.

- Positioned as the next step beyond the Junior Program, the Selected Driver Program supports top-performing drivers as they transition from Porsche One-Make racing into multi-manufacturer GT competition in IMSA, SRO, and other premier racing championships.



PROVEN PATHWAY.



Porsche Carrera Cup North America has become a proven launchpad for professional racing careers.

Since the inaugural season in 2021, Porsche Carrera Cup North America champions have consistently advanced to factory-supported programs & international championships, on some of the biggest stages in global sports car racing.

THE CHAMPIONS

2025	Ryan Yardley	IMSA WeatherTech Championship, SRO GT World Challenge / GT4 America, 2026 PMNA Selected Driver
2024	Loek Hartog	Global GT competition, including; IMSA, SRO, WEC, 2025 Porsche Cup winner, 2025 PMNA Selected Driver
2023	Riley Dickinson	SRO GT World Challenge / GT4 America, IMSA Michelin Pilot Challenge, 2024/25 PMNA Selected Driver
2022	Parker Thompson	IMSA WeatherTech Championship, FIA World Endurance Championship, former Lexus Factory Driver
2021	Seb Priaulx	IMSA WeatherTech Championship, FIA World Endurance Championship, current Ford Factory Driver

GLOBAL PLATFORM.

The worldwide Porsche One-Make ecosystem has developed many of today's leading endurance racing champions and international GT stars.

Nick Tandy
24 Hours of Le Mans Winner

Kevin Estre
FIA World Endurance Champion

Matt Campbell
Rolex 24 at Daytona Winner

Laurin Heinrich
IMSA GTD Pro Champion

Thomas Preining
DTM Champion

Mathieu Jaminet
Rolex 24 at Daytona Winner

Earl Bamber
24 Hours of Le Mans Winner

Michael Christensen
24 Hours of Le Mans Winner

Julien Andlauer
Rolex 24 at Daytona Winner

Ayhancan Güven
DTM Champion

Timo Bernhard
24 Hours of Le Mans Winner

Jörg Bergmeister
IMSA Champion

René Rast
Three-Time DTM Champion

Patrick Pilet
IMSA Champion

Richard Westbrook
Rolex 24 at Daytona Winner

Marc Lieb
24 Hours of Le Mans Winner

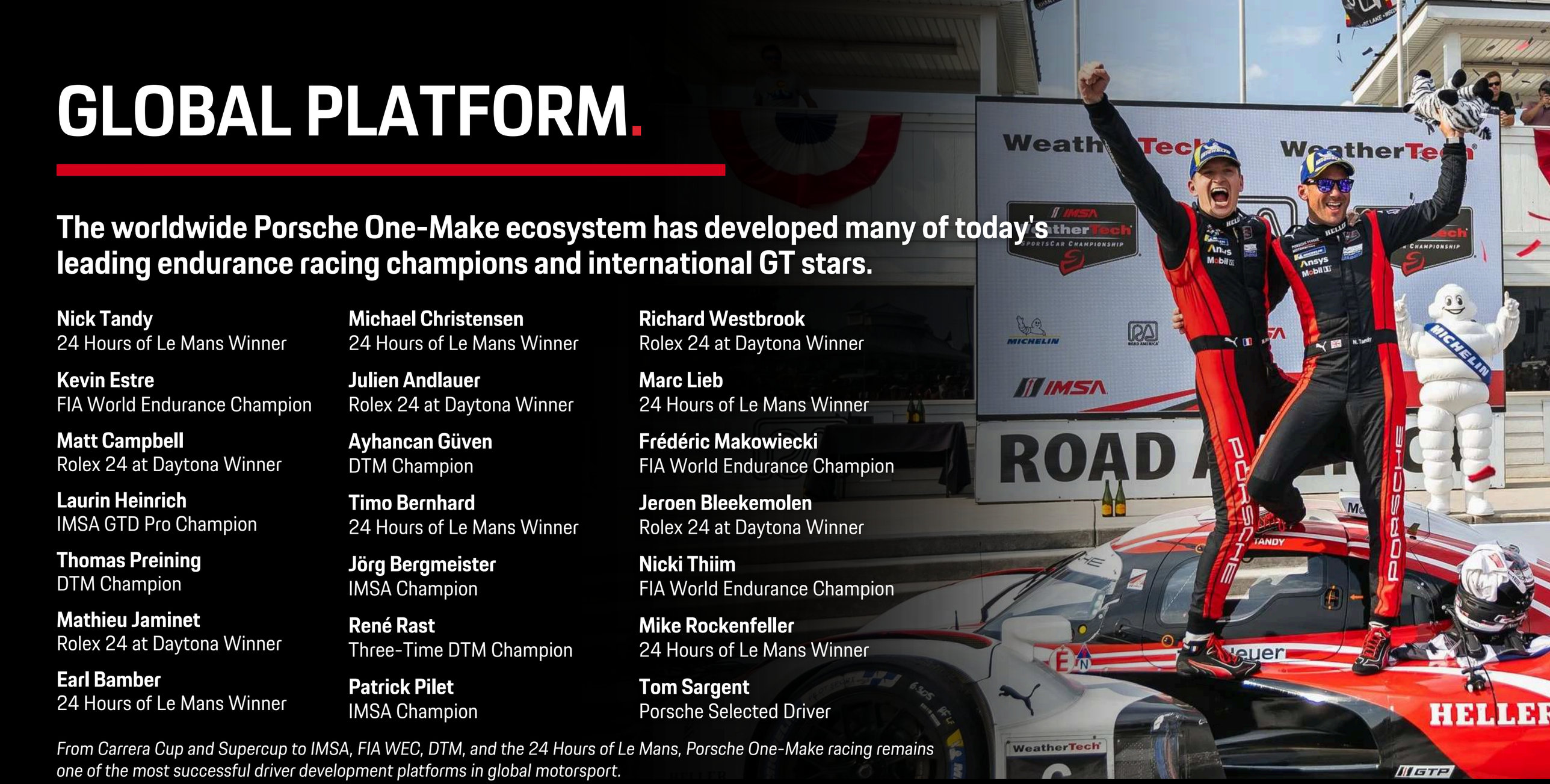
Frédéric Makowiecki
FIA World Endurance Champion

Jeroen Bleekemolen
Rolex 24 at Daytona Winner

Nicki Thiim
FIA World Endurance Champion

Mike Rockenfeller
24 Hours of Le Mans Winner

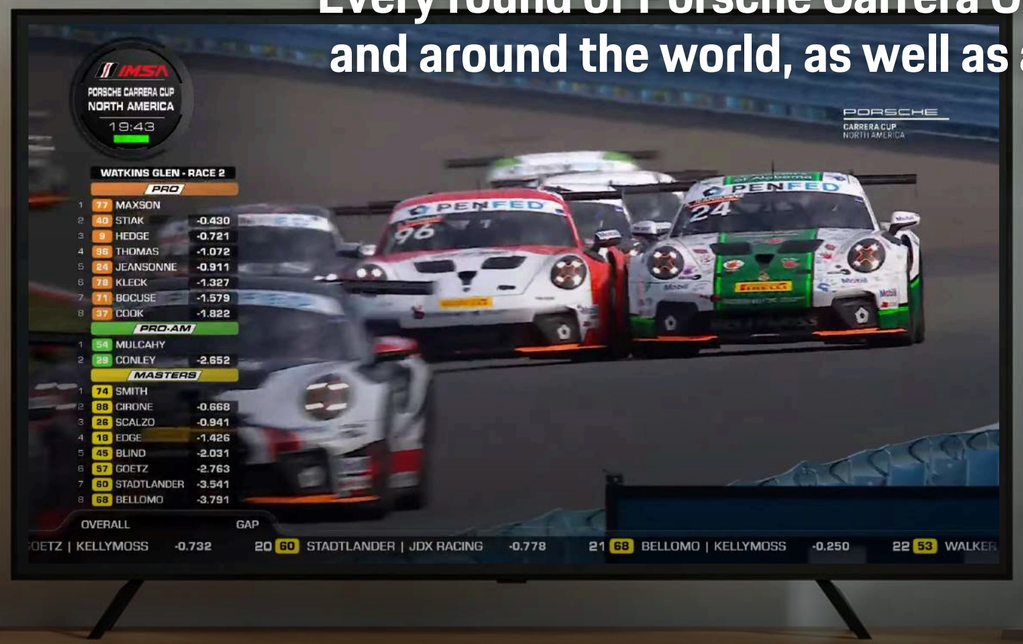
Tom Sargent
Porsche Selected Driver



From Carrera Cup and Supercup to IMSA, FIA WEC, DTM, and the 24 Hours of Le Mans, Porsche One-Make racing remains one of the most successful driver development platforms in global motorsport.

BROADCAST PARTNERSHIP.

Every round of Porsche Carrera Cup North America is live-streamed across the US and around the world, as well as appearing live on NBC's streaming app, Peacock.



Porsche Carrera Cup North America enjoys a world-class broadcast package. Every race streams live on Peacock, YouTube, and through IMSA TV, providing a vast range of access points for race fans to watch all races live on a range of devices.

In addition to the live broadcast, fans will be able to watch replays of every race on the Peacock App as well as both IMSA & Porsche Motorsport North America YouTube channels.

peacock

IMSA .TV

YouTube

DIGITALLY CONNECTED.

Porsche Carrera Cup North America offers a powerful digital ecosystem designed to elevate visibility and engagement.

Through consistent news updates, striking imagery, and dynamic video content shared across official online channels, the series delivers continuous access to on-track moments and behind-the-scenes stories.

This connected digital presence expands reach, strengthens audience engagement, and ensures every race – and every highlight – is easily discoverable and shareable.



REACH AND EXPOSURE.

40,125,000+

2025 Total Impressions.
Porsche Motorsport North America
(28,000,000 total impressions in 2024)

175,901 Followers
18,113,179 Impressions

44,876 Followers
11,570,044 Impressions

49,977 Followers
1,235,504 Impressions

143,367 Followers
2,326,069 Impressions

4,134 Followers
871,335 Impressions

112,254 Visitors
282,557 Views

9,480 Subscribers
3,558,241 Impressions

71,000+ Views
Livestream & Replay

1,450,000+*
Live Attendance

647,000+ Views
Livestream & Replay

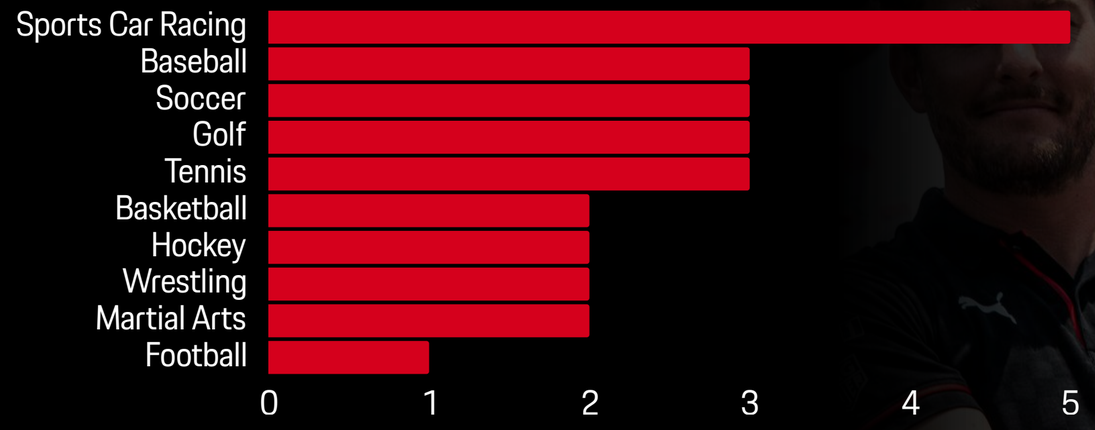
*estimated numbers per Formula 1 & IMSA

THE PADDOCK EXPERIENCE.

Unlike traditional spectator sports, where athletes remain distant, Porsche Carrera Cup North America brings fans into the heart of the action.

From walking the paddock to meeting drivers, crews, and witnessing cars being prepped, fans experience insider access – delivering unmatched brand visibility for partners at every touchpoint.

Top 10 U.S. Sports Ranked by Fan Access



*Viewership from publicly reported media sources. Growth and Access ratings are analyst-assigned based on sport structure and fan experience differences.

VIP HOSPITALITY.

Porsche Carrera Cup North America is more than just the fierce competition on track. It is a high-energy environment where business leaders and industry influencers converge, offering unparalleled opportunities:

- **Elite Networking:** Connect with top executives, decision-makers and potential clients in a premium, relaxed setting – opening doors to new partnerships and business growth.
- **Brand Visibility:** Boost your brand's visibility and engagement. By associating with the prestige and excitement of Porsche Motorsport, the sponsor would reach a highly targeted audience, driving brand loyalty and recognition.
- **VIP Experience:** Enjoy front-row access, gourmet dining, and luxury hospitality while entertaining key clients or rewarding your team.




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NORTH AMERICA
PRESENTING PARTNER
SOLAIRUS
AVIATION
LET'S WIN TOGETHER