

PORSCHE

CARRERA CUP
GREAT BRITAIN

SPRINT CHALLENGE
GREAT BRITAIN

TITLE PARTNER

carwow

PORSCHE

ESPORTS CARRERA CUP
GREAT BRITAIN

WELCOME

It is an exciting time to join the Porsche Motorsport family. In 2026 we celebrated Porsche Motorsport's 75th anniversary, and we will not be slowing down in 2027. As Porsche looks to build on the success of the 99X Electric with the 975 RSE – the GEN4 Formula E race car – the ongoing dedication to GT Motorsport also continues, extending far beyond our factory racing ambitions.

Porsche Customer Racing sits at the heart of Porsche one-make racing around the world, where drivers experience competition at the highest level. Porsche Carwow Carrera Cup GB and Porsche Carwow Sprint Challenge GB form a vital part of this network, and the Porsche Motorsport Pyramid, giving drivers the opportunity to develop their skills and progress through the ranks.

Porsche Carwow Carrera Cup GB welcomes a new car as it enters its milestone 25th season in 2027. The Porsche 911 Cup evolves the story of the world's best-selling race car once more. Built for those who demand precision at the limit, the new 911 Cup pushes boundaries, testing aspiring racers and experienced competitors alike.

And Porsche Carwow Sprint Challenge GB is set to inspire a new generation of drivers to begin their journey with Porsche, as it enters its eighth season. The new Porsche 911 Challenge, a race-ready competition car, brings the character and performance of the 911 GT3 closer to customer motorsport than ever before, creating a clear and more accessible route into competitive racing.

But it isn't just about the details, it's about the excitement, emotion and passion of racing. However you engage with Porsche Motorsport in 2027, from sim racing to lining up on the grid during the World Endurance Championship's visit to Silverstone, you'll be playing a part in the Porsche story, and helping to write motorsport history.

Krishan Bodhani
Chief Executive Officer
Porsche Cars GB





CONTENTS

Introduction

Why Porsche? 04

Porsche Motorsport Pyramid 05

Porsche Carwow Carrera Cup GB

Porsche Carwow Carrera Cup GB 06

Porsche 911 Cup 08

2027 Calendar 09

Race Formats 10

Championship Prizes 11

Registration Fees 12

Championship Benefits 13

2026 Highlights 14

Porsche Carwow Sprint Challenge GB

Porsche Carwow Sprint Challenge GB 16

Porsche 911 Challenge 18

2027 Calendar 19

Race Formats 20

Championship Prizes 21

Registration Fees 22

Championship Benefits 23

2026 Highlights 24

Porsche Motorsport in Great Britain

Porsche Motorsport in Great Britain 26

Sponsors and partners 27

Junior Programme 28

Talent Pool Programme 29

Porsche Clubhaus 31

Media Service and Exposure 33

Porsche Night of Motorsport 35

Porsche Esports in Great Britain

Porsche Esports in Great Britain 36

Porsche Virtual Motorsport Pyramid 37

Porsche Esports Carrera Cup GB 38

Porsche Esports Carrera Cup GB 2027 39

Porsche Esports Carrera Cup GB Format 40

Porsche Esports Sprint Challenge GB 41



Why Porsche?

For more than 75 years, motorsport has sat at the very heart of Porsche. Our racing heritage is unrivalled, and our passion for the racetrack remains unmatched. Porsche has driven to more than 32,000 race victories around the world, competing at every level. And for the world's largest manufacturer of racing cars, there is a direct link between the racetrack and the road – everything we build turns out to be a sports car.

Iconic Porsche racing cars, and the successes of the past, have paved the way for current competition at the highest level. The Porsche 99X Electric is the most successful GEN3 Formula E car, taking five of the ten world championship titles awarded during its era, including the 2026 FIA Formula E Manufacturers' World Championship. Sports car competition has been the foundation of Porsche since the very beginning. Furthermore, Porsche continues to achieve endurance racing milestones, with factory teams and its expanding customer motorsport portfolio.

Porsche one-make racing, and the progression outlined by the Porsche Motorsport Pyramid, ensure that you can share in the Porsche spirit. Porsche Carwow Carrera Cup GB and Porsche Carwow Sprint Challenge GB form an integral part of Porsche Customer Racing activities across the globe. As the fastest single-marque GT racing championship in the UK, Carrera Cup GB celebrates its landmark 25th season in 2027, while Sprint Challenge GB, the largest one-make championship of its type in Europe, enters its eighth year with an exciting evolution. Our championships in Great Britain continue as a major focal point of the TOCA package, where racing in support of the British Touring Car Championship showcases our championships to an unparalleled audience. And for 2027 we also join the World Endurance Championship (WEC) package.

Everyone who races with Porsche becomes part of the family. Whether you are taking the first steps on your motorsport journey, or rejoining our community of passionate racers, you become part of the story, and the enduring history of Porsche Motorsport.

We are Raceborn.

RACEBORN



"Our championships in Great Britain form a crucial part of the global Porsche Motorsport landscape, providing a springboard for ambitious drivers to realise their racing dreams. Porsche Carwow Carrera Cup GB, Porsche Carwow Sprint Challenge GB, and our two Esports championships, offer four different ways to become a part of the Porsche Motorsport family.

"We always support young racing talent. The Porsche Junior Programme has enhanced the careers of champions including Adam Smalley, Harry King and Dan Harper. While the structure of our racing categories, Talent Pool Programme, huge cash prize packages, world-class hospitality offering, and support from our sports therapy and media services, ensure that Amateur and Professional drivers alike can benefit and progress."

James MacNaughton
Head of Motorsport

Porsche Motorsport Pyramid

The Porsche Motorsport Pyramid provides racing drivers at every stage of their career with the opportunity to shine. Ambitious racers can accelerate from grassroots to international competition, rising from entry-level Porsche Experience Centre events, to World Championship GT racing, Formula E and beyond. Porsche Carwow Sprint Challenge GB offers an entry-route into a professional motorsport career for novice racers and beyond, while Porsche Carwow Carrera Cup GB has provided a springboard for Professional and Amateur drivers alike to further their racing ambitions.

The pathway is proven by drivers who have already progressed with Porsche in Great Britain. Nick Tandy became the first person in history to win all four major 24 hour endurance races, the 24 Hours of Le Mans, Nürburgring and Spa 24 Hours, and the 24 Hours of Daytona. Harry King is a Porsche Carrera Cup GB and Carrera Cup Benelux champion, and Porsche Mobil 1 Supercup and Carrera Cup Deutschland vice-champion. And most recently the duo tasted further success, together leading the Porsche customer racing effort in the IMSA WeatherTech SportsCar Championship.





PORSCHE CARWOW CARRERA CUP GB

Porsche Carwow Carrera Cup Great Britain

Porsche Carwow Carrera Cup Great Britain is the fastest single-marque GT racing championship in the UK, it continues to build on its successful format, and respected position in British motorsport, as it enters its milestone 25th consecutive season.

A grid of identical Porsche 911 Cup cars places the emphasis on driver skill, fostering close and exciting racing. The championship has provided the foundations for numerous success stories. Dan Harper, the 2018/2019 Porsche Junior driver, became our youngest champion, earning a works drive with BMW where he continues to achieve results.

Harry King, the 2020/2021 Porsche Junior and champion, went on to success in the Benelux, Deutschland and Supercup championships. Most recently, Harry has competed in the IMSA WeatherTech SportsCar Championship for Porsche alongside Nick Tandy, who is one of the most significant graduates – winning the 24 Hours of Le Mans, Nürburgring and Spa 24 Hours, and the 24 Hours of Daytona.

In addition, our 2022/2023 Junior, Adam Smalley, has gone on to enjoy successful GT racing campaigns in the UK and Europe, becoming a McLaren Junior Pro Driver. While the 2022 champion, Kiern Jewiss, further underlined the direct path into European endurance racing, competing in the Intercontinental GT Challenge and GT World Challenge Europe. Furthermore, triple champion, Dan Cammish, and 2024 Vice-Champion, Charles Rainford, continue as race winners in the British Touring Car Championship.

The championship also gives drivers in the Pro-Am and Masters categories an opportunity to shine. Several competitors have advanced from Pro-Am campaigns to the Pro category, with recent success including Max Coates, who drove to overall victories in 2025 and 2026. Likewise, the Masters category, formerly known as the Am category, continues to provide those drivers transitioning into top-line UK motorsport with their own benchmark, delivering close and exciting racing, with its own unique rewards.

These drivers, and more, are proof of how Porsche Carwow Carrera Cup GB nurtures the highest calibre of racing talent, and how Porsche continues to foster the careers of ambitious drivers.





Porsche 911 Cup

From concept, creation, and introduction to the track, creating the perfect racing car has been an enduring challenge for Porsche. The development of the new Porsche 911 Cup takes us further on this journey. Achieving a faster, more durable, efficient, and safer vehicle, leading the way for car and driver to succeed on the racetrack, it is built for those who demand precision at the limit.

Power Unit:
4.0-litre six-cylinder boxer engine
520hp at 8,400rpm
100 hour lifing schedule
Sealed Unit

Transmission:
Six-speed sequential gearbox
Paddleshift with electronic actuator
60 hour lifing schedule
Sealed Unit

Pricing:
£219,490 plus VAT
(inc. spares kit and delivery to Porsche Cars GB, Reading)

Pricing correct at time of publication – October 2026.











911 CUP

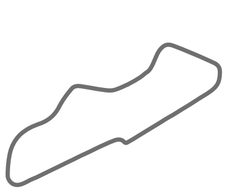
Porsche Carwow Carrera Cup GB 2027 Calendar

Porsche Carwow Carrera Cup GB races into 2027 with a full calendar of 16 races taking place across eight weekends. For the fifth consecutive year, the season will begin at Donington Park in April with TOCA, joining the WEC package later that month, where the championship will join forces with Porsche Carwow Sprint Challenge GB for two exciting races – with both championships competing on the same grid.

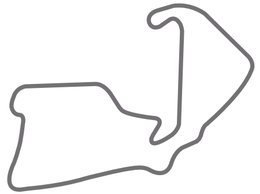
The championship will return to race alongside the BTCC for later rounds, at some of the most challenging circuits in England. The season will culminate with its traditional visit to the Brands Hatch Grand Prix circuit in October. On four occasions, Porsche Carwow Carrera Cup GB and Porsche Carwow Sprint Challenge GB will unite, creating a bumper Porsche presence.



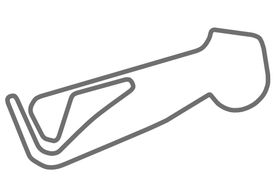
2027 CALENDAR



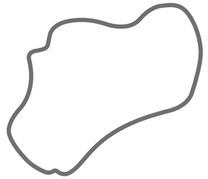
Rounds 1 & 2
Donington Park (National)
10 – 11 April



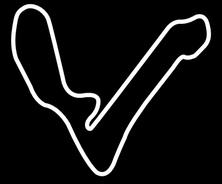
Rounds 3 & 4
Silverstone (GP)
24 – 25 April



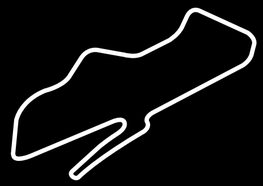
Rounds 5 & 6
Snetterton (300)
29 – 30 May



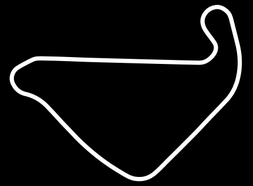
Rounds 7 & 8
Thruxton
24 – 25 July



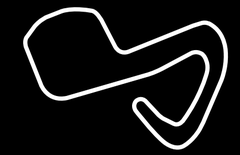
Rounds 9 & 10
Croft
14 – 15 August



Rounds 11 & 12
Donington Park (GP)
11 – 12 September



Rounds 13 & 14
Silverstone (National)
25 – 26 September



Rounds 15 & 16
Brands Hatch (GP)
9 – 10 October

This race calendar is provisional at time of publication and subject to contract.

Carrera Cup GB Format

Race Formats

Porsche Carwow Carrera Cup GB drivers compete in three categories, Pro, Pro-Am or Masters.

For races where Porsche Carwow Carrera Cup GB and Porsche Carwow Sprint Challenge GB are competing on the same roster, a single qualifying session sets the grid for the weekend's first race, with the second encounter seeing a return of the reverse grid format. Here the first four, five or six drivers over the line of the first race could have their grid positions reversed for the second race, and points are weighted in favour of the weekend's opening race.

Introduced in 2026, at standalone 'single-header' events, where only Porsche Carwow Carrera Cup GB appears, the reverse grid format is removed. In this instance, two 15-minute qualifying sessions take place, with the result of Qualifying One determining the starting grid for Race One, and Qualifying Two, the starting grid for Race Two.



POINTS STRUCTURE 2027

The points allocation system ensures the best driver wins.

Single-header weekends (without Porsche Carwow Sprint Challenge GB)

Pro, Pro-Am and Masters points allocation (Race One and Two)

1st	10 points
2nd	8 points
3rd	6 points
4th	5 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point

Double-header weekends (with Porsche Carwow Sprint Challenge GB)

Pro (Race One) points allocation

1st	12 points
2nd	10 points
3rd	8 points
4th	6 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point

Pro (Race Two) Pro-Am and Masters points allocation

1st	10 points
2nd	8 points
3rd	6 points
4th	5 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point

Additional Points

At weekends where Porsche Carwow Carrera Cup GB appears alone, one point will be on offer for pole position in each category. In the races, the driver who sets the fastest lap in each category will receive one point.

At combined events, drivers who set the fastest lap time in qualifying in each category will be awarded two championship points. With one point for the driver who sets the fastest lap in each category during the races.









Exceptional Championship Prizes

The 2027 championship prize pot is extremely generous, with a total value of nearly a quarter of a million pounds, and the Pro category Porsche Carwow Carrera Cup GB champion alone will win £25,000.

Porsche is synonymous with motorsport, and we take pride in transferring technology from the racetrack to the road. For 2027, the Pro and Pro-Am category champions will experience this link first-hand, winning the use of a Porsche 911 Carrera road car for one year. Team category champions will receive the use of a Porsche Cayenne S E-Hybrid Coupé.

Introduced in 2026, Masters entrants will compete for category glory via their own points table, with the top drivers receiving unique prizes. While the Masters champion will also receive the use of a 911 GT3 Touring, and a unique 'money can't buy' experience (subject to conditions).

At the end of the 2027 season, drivers in the Pro and Pro-Am categories, and Teams, can win the following cash prizes:

	PRO	PRO-AM	TEAM
1st	£25,000	£7000	£10,000
2nd	£15,000	£4000	£5000
3rd	£10,000	£2000	£3000







Registration Fees

The registration fees for Porsche Carwow Carrera Cup Great Britain 2027 are as follows:

PRO: .....£35,500 plus VAT

PRO-AM: .....£35,500 plus VAT

Masters: .....£30,500 plus VAT

The 2027 registration fee includes all eight supported Friday test days on race weekends, five additional supported tests (one pre-season, and four in-season), including our exclusive season Launch Day.

Each driver is also provided with a Racelogic VBOX Video HD2, which will be synchronised to their car.

Exclusive British Champions 50% discount

Attracting and inspiring premium talent is an integral part of the Porsche brand. Since 2022 we have offered the overall winners of British championships from the preceding season a half-price entry fee. This incentive continues for 2027 across the following British championships:

- Porsche Sprint Challenge GB .....Pro & Am Category Champions
- British GT, GT3 & GT4 ..... Overall Champion
- FIA British F4 .....Overall Champion
- GB3 and GB4 .....Overall Champions
- Ginetta Junior Championship .....GTP Class Champion
- Ginetta GT Academy Championship .....Overall Champion
- Ginetta GT Championship ..... Professional Class Champions
- GT Cup .....Overall Champion
- MINI Challenge Championship .....JCW Class Champion
- Porsche Club Championship .....Overall Champion



Early Registration Rewards:

Porsche will continue to offer substantial benefits to drivers and teams who return their completed registration form, and pay their registration fees, early. Anyone registering between 25 September and 30 October 2026 will receive £6000 within two weeks of the last round of the 2027 season. Anyone registering between 31 October and 11 December 2026 will receive £2500. And anyone registering between 12 December 2026 and 29 January 2027 will receive £2000. (Terms and conditions apply).



PCCGB BENEFITS

PCCGB Benefits

Team and Driver Support

We pride ourselves on delivering extensive support to our teams. Our Porsche Technical Team, available at race weekends and all supported tests, and our trackside parts facility, offer dedicated vehicle support. Through our Porsche Recommended Repairer, Road and Race Restorations, we are also able to offer expert technical assistance to teams in the event that repairs are required during a race weekend.

Please talk to our current teams for first hand accounts of their experiences of competing in Porsche Carwow Carrera Cup GB, and why you should be a part of the Porsche paddock in 2027.

First-Class Driver Wellbeing

Porsche Carwow Carrera Cup GB leads the way when it comes to the health and wellbeing of everyone who races with us.

There is nowhere quite like our advanced Porsche Human Performance Centre, and access to its bespoke packages are available to drivers at additional cost. 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. The team has the experience to deliver an unparalleled range of services for drivers. These include advice on diet, and helping to keep competitors in peak condition during race weekends.





Trackside Driver Support

Our trackside sports therapist makes a welcome return for 2027, delivering essential driver support, and available to every driver on the grid included as part of their Entry Fee. Helping with everything from sports massage, to injury treatment, including taping, strapping, and working with drivers on simple warm-up and stretching exercises.

Team Porsche Cayenne

The popular Team Porsche Cayenne programme continues for 2027. Any team operating two or more cars in the championship receives the use of a Porsche Cayenne S E-Hybrid for the duration of the season. Each vehicle will feature the combined Porsche Carwow Carrera Cup GB logo, and team logo.





2026 CARRERA CUP HIGHLIGHTS





















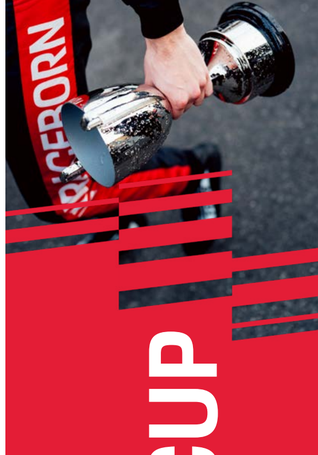


























2026 CARRERA CUP HIGHLIGHTS



PORSCHE CARWOW SPRINT CHALLENGE GB

Porsche Carwow Sprint Challenge Great Britain

Porsche Carwow Sprint Challenge Great Britain continues for its eighth consecutive season in 2027, with an exciting evolution. The single-marque GT racing championship welcomes a brand new car, with the Porsche 911 Challenge providing drivers and teams with a significant new test, while bringing the storied 911 to the grid for the very first time.

Underlining its importance as an entry point to the Porsche Motorsport Pyramid, Porsche Carwow Sprint Challenge GB offers each and every driver the opportunity to shine. An evolution of its already familiar format will see drivers competing for glory in identical cars, racing in distinct categories. Each category features its own points structure and championship table, a concept that has proved popular with drivers at every stage of their racing career.

Driver progression has seen numerous former competitors make the step up to Porsche Carwow Carrera Cup GB, and to the world of endurance racing, furthering their careers at home and abroad, in British GT, and even the World Endurance Championship (WEC). And Porsche Carwow Sprint Challenge GB will continue to nurture new racing talent, with initiatives including the Porsche Talent Pool Programme, providing support to young racers as they begin their motorsport journey.

For the fifth year running, Porsche Carwow Sprint Challenge GB will appear as part of the TOCA package, racing alongside the British Touring Car Championship (BTCC), with three races each weekend. And, for the first time in history, the championship makes its maiden appearance on the world stage, racing with the World Endurance Championship (WEC) at Silverstone. These platforms provide extensive media exposure, including live television and online coverage, creating exceptional sponsorship opportunities. In addition, the championship will continue to offer access to world-class hospitality, and to reward success, with some of the most remarkable prizes on offer in British motorsport.



carwow
evo
MICHELIN
PORSCHE DESIGN
HATTINGLEY VALLEY
JOLLY'S CORNWALL 1896
TRIPLE CO ROAST
CREATIVE FX
signage, vehicle wrapping & paint protection film
VBOX MOTORSPORT
GBVC

Porsche 911 Challenge

The latest addition to the Porsche customer motorsport family combines the DNA of the current 911 GT3 with that of a racing car. Thanks to production-based technology, comprehensive safety features and motorsport-ready driving dynamics systems, the 911 Challenge provides a gateway to competitive racing. And the structure for operating and spare parts costs has been developed specifically for this purpose.

Power Unit:
4.0-litre six-cylinder boxer engine
515PS at 8,500rpm
100 hour lifing schedule
Sealed Unit

Transmission:
Six-speed PDK gearbox
Paddleshift
Launch Control
Sealed Unit

Pricing:
£171,052 plus VAT
(inc. spares kit and delivery to Porsche Cars GB, Reading)

Pricing correct at time of publication – October 2026.









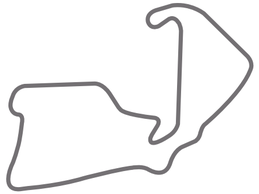


Porsche Carwow Sprint Challenge GB 2027 Calendar

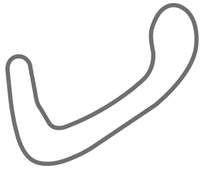
Porsche Carwow Sprint Challenge GB enters its eighth consecutive season in 2027, with a full calendar of six weekends and 17 races. The season will start at Silverstone with its maiden appearance alongside the World Endurance Championship, where the championship will join forces with Porsche Carwow Carrera Cup GB for two exciting races – with both championships competing on the same grid – and its first ever races on the full Grand Prix circuit.

Further championship rounds will take place as part of the TOCA package in support of the British Touring Car Championship, at storied circuits across England, including Brands Hatch and Oulton Park. On four occasions, Porsche Carwow Sprint Challenge GB and Porsche Carwow Carrera Cup GB will unite, creating a packed Porsche presence.

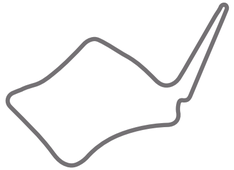




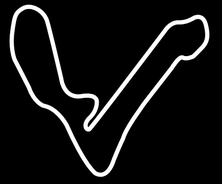
Rounds 1 & 2
Silverstone (GP)
24 – 25 April



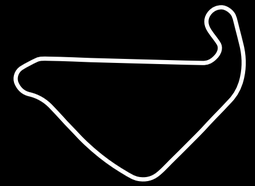
Rounds 3, 4 & 5
Brands Hatch (Indy)
8 – 9 May



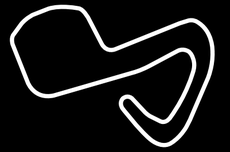
Rounds 6, 7 & 8
Oulton Park (Island)
12 – 13 June



Rounds 9, 10 & 11
Croft
14 – 15 August



Rounds 12, 13 & 14
Silverstone (National)
25 – 26 September



Rounds 15, 16 & 17
Brands Hatch (GP)
9 – 10 October

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

Sprint Challenge GB Format

In 2027, Porsche Carwow Sprint Challenge GB continues its successful format, with three 20 minute races taking place on each championship weekend when it appears as part of the TOCA package. On the WEC weekend, two 30 minute races will take place. And drivers will compete in distinct categories giving racers at each stage of their careers an opportunity to compete for glory.

Qualifying Format:

Race One

The fastest qualifying times will decide a driver's place on the starting grid.

Race Two

The second fastest qualifying times will decide a driver's place on the starting grid for the weekend's second race.

Race Three*

The finishing order of the second race will decide the starting grid for the third race each weekend. As in 2026, if a driver does not finish in Race One and Two, they will start behind the last race finisher in their category, not at the back of the entire grid.

*TOCA weekends only

POINTS STRUCTURE 2027

The points allocation system ensures that the best driver wins.

1st ..... 10 points
2nd ..... 8 points
3rd ..... 6 points
4th ..... 5 points
5th ..... 4 points
6th ..... 3 points
7th ..... 2 points
8th ..... 1 point

Additional Points

Drivers who set the fastest lap time during qualifying 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.



Exceptional Championship Prizes

From the end of season prize money to the level of support available throughout the season, great care has been taken to create an attractive championship package.

At the end of the 2027 season, drivers in each category can win the following cash prizes:

	PRO	PRO-AM	CHALLENGE
1st	£10,000	£5000	£5000
2nd	£4000	£2000	£2000
3rd	£2000	£1000	£1000





Registration Fees

The Porsche Carwow Sprint Challenge GB 2027 registration fee for drivers in each category is £25,500 plus VAT.

The 2027 registration fee includes all six supported Friday test days on race weekends, four additional supported tests (one pre-season, and three in-season), including our exclusive season Launch Day.

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 and race footage.

Exclusive British Champions 50% discount

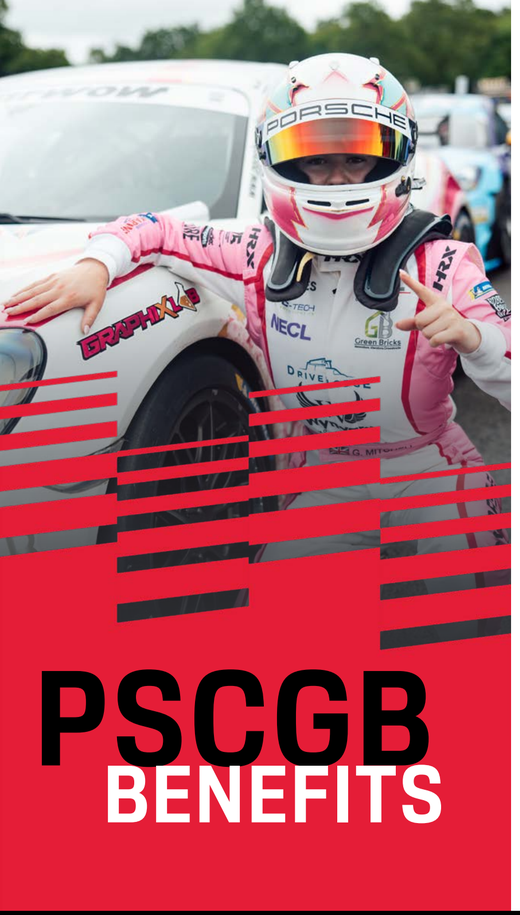
Attracting and inspiring premium talent is an integral part of the Porsche brand. Since 2022 we have offered the overall winners of British championships a half-price entry fee. This incentive continues for 2027 across the following British championships:

- British GT ..... GT4 Overall Champion
- FIA British F4 ..... Overall Champion
- Ginetta GT Academy ..... Overall Champion
- Ginetta Junior Championship ..... Overall Champion
- Ginetta GT Championship ..... Professional Class Champion
- GT Cup ..... Overall Winner
- MINI Challenge Championship ..... JCW Class Champion
- Porsche Club GB Championship ..... Overall Champion
- BRSCC Fiesta Junior Championship ..... Overall Champion
- Junior Saloon Car Championship ..... Overall Champion
- British Kart Championships ..... Rotax Junior & Senior, Overall Champion
- Ultimate Karting Championship .... Rotax Junior & Senior, Overall Champion



Early Registration Rewards

Porsche will continue to offer substantial benefits to drivers and teams who return their completed registration form, and pay their registration fees, early. Anyone registering between 25 September and 30 October 2026 will receive £3000 within two weeks of the last round of the 2027 season. Anyone registering between 31 October and 11 December 2026 will receive £1500. And anyone registering between 12 December 2026 and 29 January 2027 will receive £500. (Terms and conditions apply).



PSCGB BENEFITS

PSCGB Benefits

Team and Driver Support

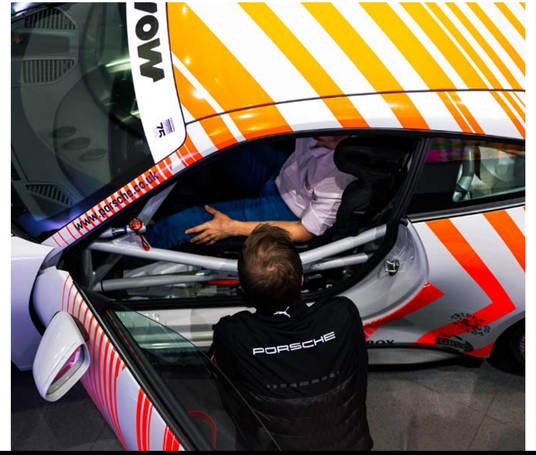
From the end of season prize money, to the level of support available throughout the season, great care has been taken to create an attractive championship package.

Please talk to our current teams for first hand accounts of their experiences of competing in Porsche Carwow Sprint Challenge GB, and why you should be a part of the Porsche paddock in 2027.

Technical and parts support

The experienced Porsche Technical Team and Porsche Motorsport parts department will be present at each race event, and all Porsche Exclusive Test days, providing vital support for teams and drivers.







2026 SPRINT CHALLENGE HIGHLIGHTS

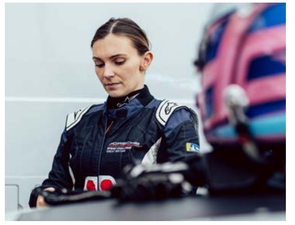



































TITLE PARTNER
carwow
PORSCHE








TITLE PARTNER
LEWIS
2026 AM
CHAMPION





2026
SPRINT CHALLENGE
HIGHLIGHTS



PORSCHE MOTORSPORT IN GREAT BRITAIN

Sponsors and Partnerships

Porsche Carwow Carrera Cup Great Britain and Porsche Carwow Sprint Challenge Great Britain offer the perfect opportunity to create a connection between your brand, Porsche Cars Great Britain and Porsche customers. Our platform provides an unrivalled motorsport opportunity for business-to-business or business-to-consumer relationships.

The atmosphere, excitement and exposure associated with our well-established championships drive sponsors to build an association they can utilise, forming a key part of the marketing mix. Directly supporting your business ambitions, amplifying brand awareness, building credibility and creating lasting connections.

If you are interested in becoming a Porsche Cars Great Britain sponsor or partner, contact our team to learn more.



carwow
evo
MICHELIN
Mobil 1
ASPIRE
PRE-FLIGHT HOSPITALITY
PORSCHE DESIGN
HATTINGLEY VALLEY
JOLLY'S CORNWALL·1896
TRIPLE CO ROAST
CREATIVE FX
signage, vehicle wrapping & paint protection film
VBOX MOTORSPORT
GBVC

















Porsche Carwow Carrera Cup GB Junior Programme

The Porsche Carwow Carrera Cup GB Junior Programme is one of the most sought-after opportunities in UK motorsport. And it has become a highly respected proving ground for young, talented and ambitious racing drivers. Established in 2008, it continues to evolve, offering a unique support and mentoring package designed to accelerate the careers of its recipients. Underlining its success, former Junior drivers have continued to the pinnacle of international endurance racing.

A generous support package for the chosen Junior driver includes a two-year contribution of £85,000 per annum towards their racing budget, as well as an extensive programme of professional and personal development. With a comprehensive package of intensive support both on and off the track, chosen Junior drivers enter the Porsche Motorsport Pyramid fully equipped to fight for overall victory.

Six previous Junior drivers have gone on to become the Porsche Carrera Cup GB champion, including current Junior, and 2026 champion, Callum Voisin. Adam Smalley took victory in 2023, following in the footsteps of former Juniors including Harry King, Dan Harper, and Charlie Eastwood, who all won Porsche Carrera Cup GB honours before embarking on remarkable careers in international motorsport.



The Porsche Carrera Cup GB Junior must be an outstanding racing driver, however, their proficiency in the car must also be matched with media skills and a high level of fitness. Each aspect is equally important if the Junior is to become the perfect ambassador for Porsche. Candidates are put through their paces by Porsche Human Performance experts, at the Porsche Experience Centre Silverstone, where they are assessed both on and off the track.

In addition to the annual racing calendar, the Porsche Carrera Cup GB Junior traditionally attends high-profile events, such as the Goodwood Festival of Speed, and other networking events aiding brand and personal exposure. Porsche aims to shape this talented prospect into a championship-winning racer.

Porsche will launch its search for a promising young racing driver to become the 2028/2029 Junior in summer 2027.









Talent Pool Programme

Attracting the most promising young talent to Porsche Carwow Carrera Cup GB and Sprint Challenge GB, and supporting their development as racing drivers in all areas, remains an extremely important goal for Porsche.

The Talent Pool Programme is open to rookie drivers from both championships, in the Professional and Professional-Amateur categories. Additionally, it employs its own separate points tables and rewards.

The Talent Pool Programme includes a two-day pre-season Training Camp held at Porsche Experience Centre Silverstone. With a focus on fitness and nutrition, Porsche Human Performance experts at the state-of-the-art Silverstone facility will provide tailored, on-going guidance and training on all aspects of physical and mental preparation. In addition, a Michelin Tyre Masterclass, media training sessions, and technical training sessions with the Porsche Motorsport GB Technical Team, will provide further insights and support in these areas key to driver development.

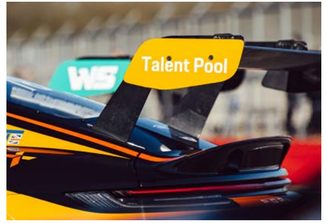
A second, mid-season opportunity, will allow participants to reconvene, providing a further opportunity for follow-up training, support and development in each aspect.

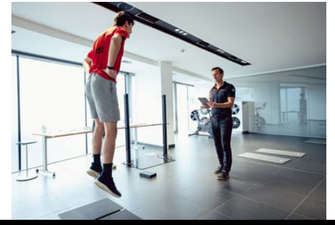
Participants also receive bespoke Talent Pool Programme clothing and vehicle branding, helping them to stand-out in the busy Porsche paddock. For Talent Pool champions in each championship, generous cash prizes will be offered, or an attractive discount on the following season's Entry Fee.

Eligible drivers must be under 25 years of age on 1 March 2027. Porsche Carwow Carrera Cup GB participants must not have competed in more than two Porsche Carrera Cup weekends anywhere in the world, and must not have competed in Porsche Mobil 1 Supercup. Porsche Carwow Sprint Challenge GB entrants must not have competed in more than two Porsche Sprint Challenge weekends anywhere in the world, and must not have competed in Porsche Carwow Carrera Cup GB, or Porsche Mobil 1 Supercup.












GRAVES
MOTORSPORT
CLUBSPORT
CHAMPION
2026








carwow








78


12
OCTANE

Porsche Clubhaus

The Porsche Clubhaus sits at the heart of the paddock. The impressive structure boasts a wealth of facilities, delivering world-class hospitality. The Porsche Clubhaus is the perfect place for teams and drivers to host family, friends, guests and sponsors, with each driver receiving an allocation of entry passes as part of the Registration Fee (four for Porsche Carwow Carrera Cup GB, and three for Porsche Carwow Sprint Challenge GB). Additional passes are available to purchase where availability allows.

Guests enter into the Courtyard Terrace, close to one of two drinks stations serving hot and cold beverages. The Upper Deck affords vistas across the paddock – and is often a great spot to watch the live race action. The Clubhaus pop-up space refreshes throughout the season, and has previously featured installations from Motorsport UK and Porsche Design.

Visitors are welcomed inside with a Porsche display car from past or present. A delicious menu is served from hosted food stations, while a refreshments bar offers snacks and drinks, including still and sparkling wines from Hattingley Valley, soft drinks from Jolly's Drinks, and hot options from Triple Co Roast. The luxurious Clubhaus Lounge areas include comfortable sofas. While teams and drivers are showcased through a mix of still imagery, and engaging live TV coverage and video footage, across the interior walls.

Open for breakfast, lunch, and dinner, from Friday through to Sunday, the Porsche Clubhaus is the perfect place to relax, and entertain.













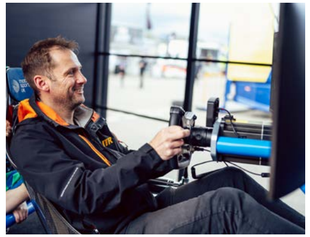

CLUBHAUS
EAT HYDRATE RACE




WELCOME
TUTHILL




CLUB
HAUS






CLUB
HAUS
COFFEE









Media Exposure

Porsche invests heavily in promoting Porsche Carwow Carrera Cup GB and Porsche Carwow Sprint Challenge GB, with a strategic media and marketing mix of earned, owned and paid media across the print and digital spaces. In 2026, Porsche received extensive live television coverage on ITV, and the championships were featured regularly in Motorsport UK highlights programmes. Coverage is also available online, via ITVX, at itv.com, and YouTube, following broadcast.

In 2025 the BTCC TV and streaming audience increased to 15.07 million * **, with an Advertising Value Equivalency (AVE) of £104 million. Alongside, race weekend annual trackside attendance was 387,100 spectators, with Porsche featured extensively in race weekend programmes.

* data supplied by IRIS GmbH
** cumulative live TV/highlights/catch-up/streaming









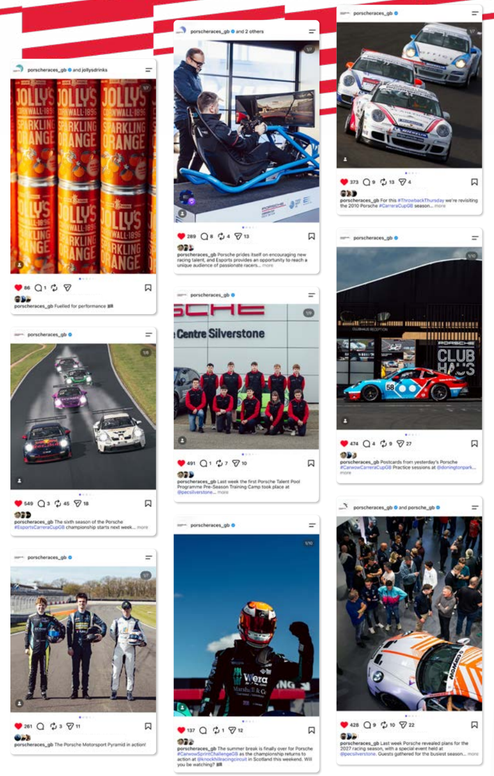
Porsche Media Service

Our media team consists of a trackside Media Coordinator, and dedicated championship photographer, ensuring members of the national and regional media are provided with everything they need on each race weekend. As part of the service, world-class images are also provided to drivers, teams and sponsors.

The Porsche Motorsport Hub is an official digital racing platform, providing race reports, behind-the-scenes stories, and facts at a glance: **racing.porsche.com**

Event Spectators

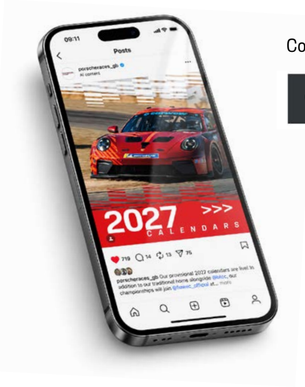
Both Porsche Carwow Carrera Cup GB and Porsche Carwow Sprint Challenge GB are enjoyed by a huge number of trackside spectators. The TOCA platform is one of the largest live spectator events in British motorsport, with crowds to rival top sporting events such as Test Match cricket, and many Premier League football matches.



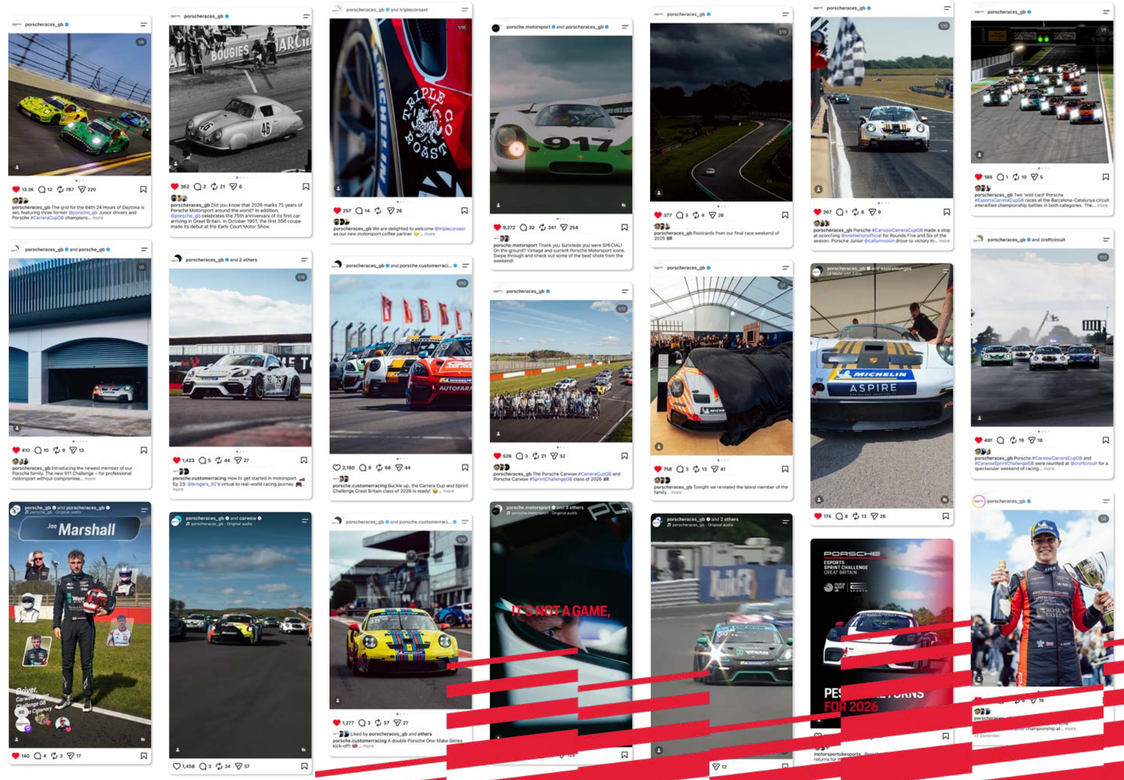
Social Media

Porsche Motorsport GB operates its own dedicated social media channels, with the @PorscheRaces_GB Instagram channel exceeding 100,000 followers. It sits alongside our X (formerly Twitter) channel of the same name, with an audience of more than 7,000 engaged followers.

On a wider scale, Porsche also enjoys one of the world's largest and most passionate enthusiast communities. Around the world, Porsche social media channels reach a combined audience of more than 50 million followers, with Porsche Cars Great Britain reaching a combined audience of more than 1.2 million followers.



Connect with Porsche





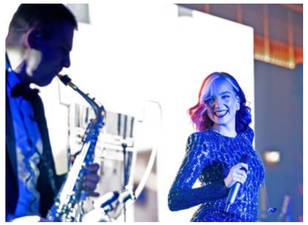


Porsche Night of Motorsport

The Porsche Night of Motorsport offers drivers, teams and partners the opportunity to celebrate in style. All of our drivers are invited to a magnificent black tie evening at the end of season awards, where champions are crowned, and we look back on a successful season of Porsche racing in Great Britain.

The evening includes trophy presentations, the handover of Porsche road cars, and other prizes to our winners, with high quality food and drink, and live music. Accompanied by professional photography, it is truly a night to remember, and the perfect way to close out the year.





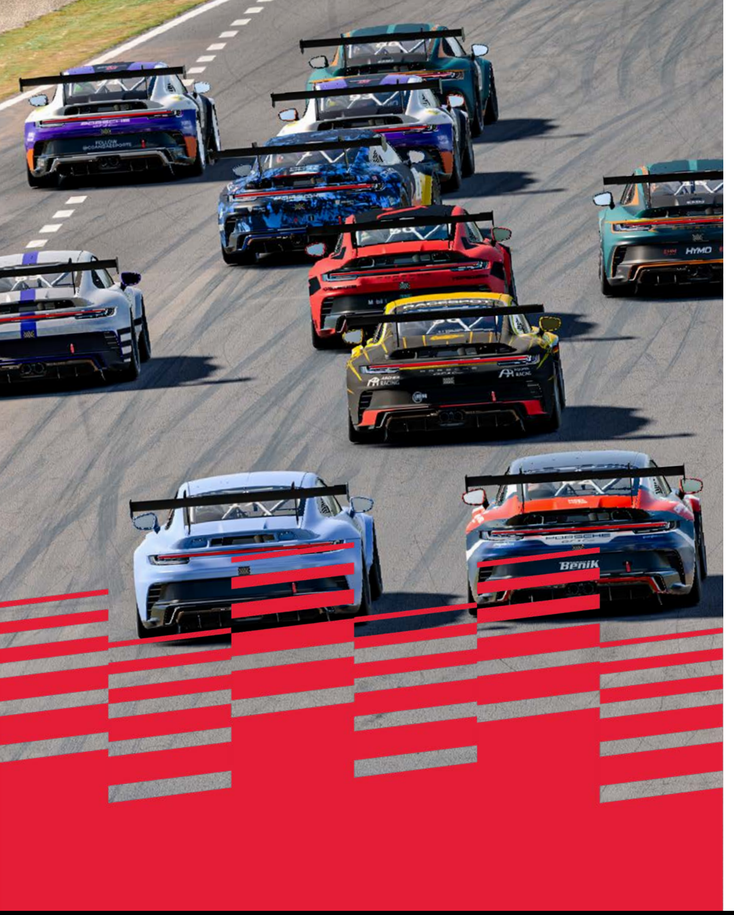








PORSCHE ESPORTS CARRERA CUP GB & ESPORTS SPRINT CHALLENGE GB



Porsche Virtual Motorsport Pyramid

Porsche prides itself on encouraging new racing talent, and esports is an opportunity to reach a unique audience of passionate racers. Providing professional and amateur enthusiasts with a digital platform to compete against racers from around the world, sim racing has become a huge part of the motorsport industry. Drivers use advanced simulators in realistic racing scenarios, testing strategy, skill, and nerve. This remains the most accessible route into motorsport, breaking down barriers, and opening the door to fans of all ages and backgrounds.

Acting in the same way as the Porsche Motorsport Pyramid, the Porsche Virtual Motorsport Pyramid maps out a clear path for aspiring racers to rise through the digital ranks. Using mainstream console systems and controllers, or powerful PCs with sophisticated steering wheel and pedal sets, participants can progress from multiplayer racing games, to entry-level community racing series, and global endurance competitions.

Porsche Esports Sprint Challenge GB is a virtual championship created in partnership with Motorsport UK Esports in 2023. Drivers compete in two categories, Pro and Am, battling over five events, driving the Porsche Cayman GT4 Clubsport MR on the iRacing platform. And Porsche Esports Carrera Cup GB is the next step, the virtual championship for professional sim racers driving the Porsche 911 Cup, enters its seventh season in 2027.



The Pyramid has been further strengthened by the achievements of Porsche Esports factory driver Joshua Rogers, who transitioned into real-world racing in 2026. Joshua impressed in Porsche Carwow Sprint Challenge GB, where he raced to multiple overall victories at the wheel of the 718 Cayman GT4 RS Clubsport, ending the season as vice-champion, and underlining a new pathway from sim racing to real-world competition.



Porsche Esports Carrera Cup GB

Porsche Esports Carrera Cup GB was introduced by Porsche Cars Great Britain in 2021. The virtual championship for professional sim racers mimics the format and regulations of Porsche Carwow Carrera Cup GB as closely as possible. It utilises the iRacing platform, an online subscription-based racing simulation used by drivers around the world. And sim racers take part in a 16 race calendar across eight events, driving an accurate model of the Porsche 911 Cup, on laser scanned renditions of the best circuits in Great Britain. And a 'wild card' guest round, voted for by the public, has previously seen the championship visit circuits outside of Great Britain, including Circuit de la Sarthe, Spa Francorchamps, Mount Panorama, Circuit Zandvoort and Barcelona-Catalunya.

Drivers in two categories, Pro and Am, take part in a 60-minute practice session, followed by a 10-minute qualifying session to set the grid for the first of two 25-minute races. The competition is broadcast live via the Porsche Twitch (twitch.tv/porsche) and YouTube channels (youtube.com/Porsche), watched by an audience of dedicated fans. Professional commentary from Esports experts, and ITV broadcaster, David Addison, delivers insight and analysis, linking the virtual and 'real' worlds.





2027 SEASON

2027 Race Season

In 2026, more than 75 hopefuls took part in pre-qualification, challenging themselves against the clock to set their fastest lap time. The top 30 drivers in the Professional and Amateur categories progressed to form the grid for the season ahead. Up for grabs was a huge prize package totalling a value of more than £30,000. And Porsche Esports Carrera Cup GB is set to offer the same opportunity in 2027. Open qualifying takes place in December 2026, with a full calendar of racing beginning in January 2027.



POINTS ESPORTS

Race Formats

The partial reverse grid format for the second race on each championship weekend will continue for 2027.

Race One

Each driver's fastest qualifying time will decide their position on the starting grid.

Race Two

The finishing order of the first race will determine the starting grid for the weekend's second race, with the top eight finishing positions reversed.

Points Structure

Points allocation will remain consistent across all categories, ensuring that the best driver wins. As a reflection of the reverse grid format, where the top eight drivers from the first race have their grid positions reversed for the event's second race, points are weighted slightly towards the first encounter. This ruling offsets the slight disadvantage experienced by the fastest drivers in the second race, while generating additional overtaking and adding to the overall challenge.

Race One Pro and Am points allocation:

1st	12 points
2nd	10 points
3rd	8 points
4th	6 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point

Race Two Pro and Am points allocation:

1st	10 points
2nd	8 points
3rd	6 points
4th	5 points
5th	4 points
6th	3 points
7th	2 points
8th	1 point

Additional Points

In each category, drivers who set the fastest lap time in qualifying will be awarded two championship points. In both races, drivers will be awarded one championship point for setting the fastest lap time within their category.

Exceptional Championship Prizes

The total 2027 championship prize pot is extremely generous, totalling more than £30,000.

For each race in the 2027 season, drivers will win the following:

	PRO & AM
1st	£150
2nd	£100
3rd	£50

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

	PRO	AM
1st	£7500	£3250
2nd	£5000	£2500
3rd	£2500	£1250



ESPORTS

"Sim racing has become a vital part of the wider motor racing landscape. At a grassroots level, esports provides an accessible route into motorsport for drivers from all backgrounds. And Porsche has become an important player. Our two sim racing championships underline an ongoing commitment to the discipline.

"And while esports remains its own distinct discipline, in 2026 we saw how effectively it can prepare drivers for real-world racing. Porsche Esports factory driver Joshua Rogers enjoyed a very successful transition from sim racing to Porsche Carwow Sprint Challenge GB, pioneering a new pathway."

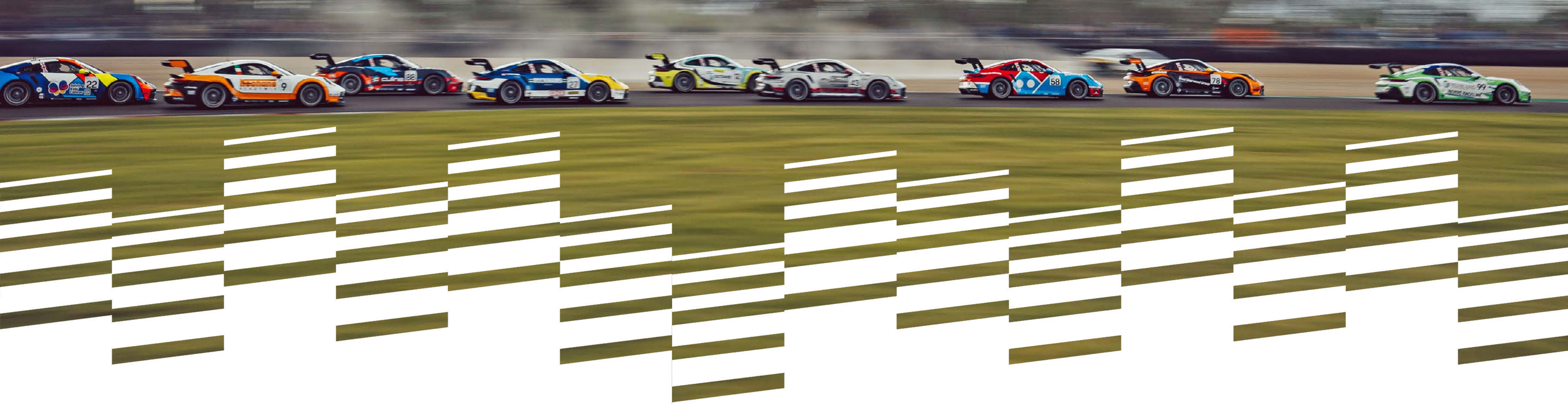
James MacNaughton
Head of Motorsport

Porsche Esports Sprint Challenge GB

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Providing an entry route into top-line sim racing competition, Porsche Esports Sprint Challenge GB travels to authentically modelled recreations of the UK's most famous circuits, and beyond. Champions in both categories receive a driving experience day at Porsche Experience Centre Silverstone. And the overall champion automatically qualifies for Porsche Esports Carrera Cup GB – the next step up the Porsche Virtual Motorsport Pyramid.





Thank you

We look forward to welcoming you to the Porsche Motorsport Great Britain family in 2027.

For more information on Porsche Carwow Carrera Cup Great Britain, Porsche Carwow Sprint Challenge Great Britain, or our Esports activities, please contact the following members of our team:

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