

PORSCHE

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PORSCHE

# FASTEST ONE-MAKE SERIES IN THE BENELUX.

## The Porsche one-makes series concept.

The Porsche Carrera Cup Benelux is part of the Porsche one-make series ecosystem, making it the fastest one-make series in de Benelux. The Porsche one-make series is one of the most successful international racing programmes. One-make series offers the possibility to optimally develop driver skills as there is no technical advantage between the cars. All cars running in the same championship are technically equal. Strict scrutineering and regulations secure a levelled playing field for all competitors. This guarantees that the fastest driver takes the win.

## Talent development.

The Porsche Carrera Cup Benelux is the perfect place for young talents to develop and move up the Porsche Motorsport pyramid eventually. Champions of the past have proven the case: Ayhan Güven, champion of 2018, is a current Porsche Factory driver, a result of the Porsche Junior Programme. Morris Schuring became the youngest Porsche Mobil 1 Supercup race winner; 2<sup>nd</sup> overall in WEC LMGT3 in 2024, winning the 24 Hours of Le Mans and 2025 DTM Rookie champion.

In 2026, there will be a total of 12 races held at 6 various iconic racetracks across the Benelux as well as internationally. The series supports various renowned racing series, including the FIA World Endurance Championship, DTM, ELMS and GT Open.

## Gentlemen drivers.

Besides accommodating young talents, the Porsche Carrera Cup Benelux also offers racing opportunities for fast gentlemen drivers. These drivers will compete for the Pro-Am title in their class. Racing drivers over 30 years old will participate in this category. Who will be the next fastest gentlemen in the Benelux?

## The Porsche 911 GT3 Cup (992).

The drivers will be behind the wheel of the Porsche 911 GT3 Cup (992), which is the world's best-selling race car, developed by Porsche AG. The combination of the 510 hp engine and remarkable track performances ensures that the Porsche Carrera Cup Benelux is the fastest one-make series of the Benelux. Regulations and strict scrutineering protocols ensure a level playing field for all drivers on track. This enables close, exciting racing where the driver can truly utilize their skills and make a big impact with their on-track performance. From 2026 onwards ABS is enabled for all categories.

## The Porsche Carrera Cup Benelux

The Porsche Carrera Cup Benelux has been the fastest one-make series in the Benelux since 2013. The series kicked off as the 20th Porsche one-make series worldwide. Right from the start, the Cup had numerous fans and lots of interest from racing drivers and teams from all over Europe. As part of top-tier motorsport events such as WEC and DTM, the championship is visiting the famous racetracks of the Benelux and beyond. All races are live-streamed on the YouTube channel of the Porsche Carrera Cup Benelux and covered on ZIGGO SPORT national TV throughout the year.



# RACING WITH PORSCHE.

## Why Porsche.

With over 70 years of racing history and more than 32,000 victories to date, Porsche is the leading manufacturer in the world to specialize in high-performance cars and the most successful marque in motorsports. Besides that, Porsche is also the most successful manufacturer in Le Mans history with a record number of overall victories. Be part of that living Porsche Motorsport history by racing in an official one-make series with a Porsche race car.

Four Porsche Trophies, eighteen Porsche Sprint Challenges, and twelve Porsche Carrera Cups operate worldwide, culminating with the internationally contested Porsche Mobil 1 Supercup.

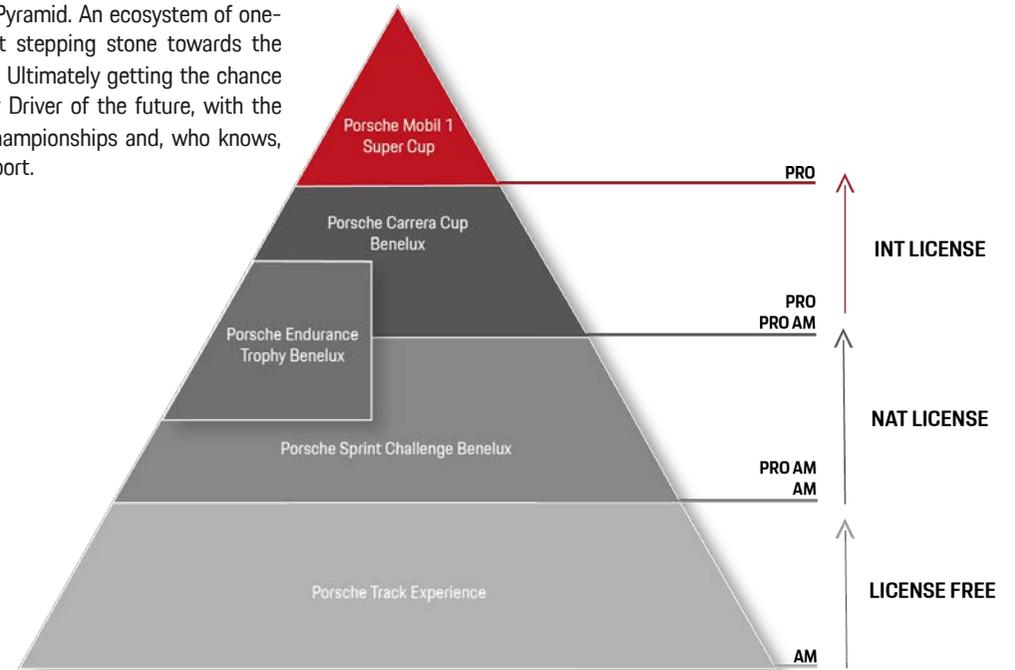
The Porsche one-make series is one of the most successful international racing programs.

Through direct involvement in the European motorsport and together with Porsche AG we continue to raise customer awareness and interest in Porsche Motorsport throughout Europe to unprecedented levels. No other manufacturer makes such a substantial ongoing commitment to the sport.

## Porsche Motorsport Pyramid Benelux.

The Porsche Motorsport Pyramid continues to grow. So does the Porsche Motorsport Pyramid in the Benelux. The goal of the series organization is to prepare all drivers for their careers in racing. The Porsche Carrera Cup Benelux is part of that preparations, and an excellent step in that direction.

As a driver in the Porsche Carrera Cup Benelux, you are instantly climbing onto the Porsche Motorsport Pyramid. An ecosystem of one-make championships providing a great stepping stone towards the PMSC or championships like the PCCD. Ultimately getting the chance to become a potential Porsche Factory Driver of the future, with the opportunity to race in numerous GT championships and, who knows, even the FIA WEC with Porsche Motorsport.



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CARRERA CUP  
BENELUX

# SEASON CALENDAR 2026

## FIA WEC SPA

BELGIUM • RACE 1 & 2

22 APR - OFFICIAL TEST & MEDIA DAY



07-09 MAY

## ELMS IMOLA

ITALY • RACE 5 & 6

01 JUL - PROSPEED TEST DAY



03-05 JUL

## GT OPEN HOCKENHEIM

GERMANY • RACE 9 & 10

10 SEP - PROSPEED TEST DAY



11-13 SEP

## DTM ZANDVOORT

THE NETHERLANDS • RACE 3 & 4

07 APR - OFFICIAL TEST & MEDIA DAY

18 MAY - PROSPEED TEST DAY



22-24 MAY

## JACK'S CASINO RACING DAY

THE NETHERLANDS • RACE 7 & 8

31 JUL-02 AUG



## NASCAR ZOLDER

BELGIUM • RACE 11 & 12

16-18 OCT



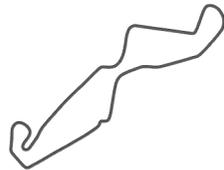
# CIRCUITS.

The Porsche Carrera Cup Benelux 2026 calendar offers races on all renowned tracks of the Benelux and some legendary international circuits. A balance for young talents and gentlemen drivers alike, well-chosen



## **Circuit Spa-Francorchamps**

Spa, Belgium  
Length: 7 km  
Number of turns: 21



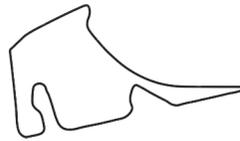
## **TT Circuit Assen**

Assen, Netherlands  
Length: 4.6 km  
Number of turns: 17



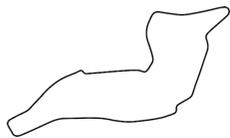
## **Circuit Zandvoort**

Zandvoort, Netherlands  
Length: 4.3 km  
Number of turns: 15



## **Hockenheimring**

Hockenheim, Germany  
Length: 4.5 km  
Number of turns: 17



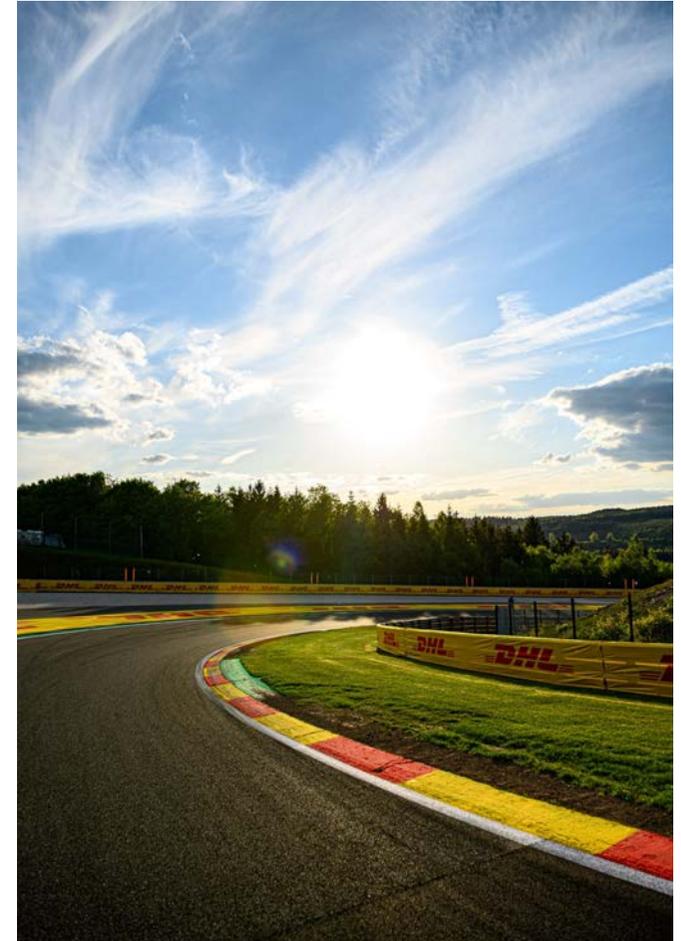
## **Autodromo Enzo e Dino Ferrari**

Imola, Italy  
Length: 4.9 km  
Number of turns: 19



## **Circuit Zolder**

Zolder, Belgium  
Length: 4 km  
Number of turns: 10



# ENTRIES.

## Entry Form.

The 'PCCB Entry Form' is the starting point for participation in the Porsche Carrera Cup Benelux. The competitor and driver are eligible to participate as soon as the 'PCCB Entry Form' has been confirmed by the series organisation and the entry fee has been paid. An entry is valid for the entire season, which means that a competitor is obliged to participate in all classification rounds as well as the official season tests.

The entry fee for the 2026 Porsche Carrera Cup Benelux includes the following services:

- Participation fee for one car and one driver for all 6 race events
- 10 support event paddock passes per race event
- 3 parking passes for support race event parking per event
- Five 3-day team catering packages per race event

### Total price:

Until 12 January 2026 €28,900

After 12 January 2026 €30,900

Plus VAT, if applicable.

More information as well as the aforementioned entry form are available from the series organisation and can be sent to you on request. The registration deadline for the 2026 season is 28 February 2026.

## Guest Entries.

New competitors are welcome in the paddock and on the grid. Guest teams are permitted to participate in individual competitions and may take part without being eligible for the points classification, on the condition that they comply with the conditions of the Series Regulations and the Supplementary Regulations for the relevant event. The 'PCCB Entry Form' offers the possibility to register for single events. The entry form must be completed 14 days before the start of the respective competition.

The fee per guest entry is €5,500 plus VAT.

The entry fee includes the participation fee for one race car, ten support event paddock passes, three parking passes for support event parking, and three 3-day team catering packages per race event.

## Entry conditions.

To apply with the 'PCCB Entry form', the following documents need to be submitted to the series organization:

- Fully completed 'PCCB Entry Form'
- Payment of the entry fee
- Copy of the valid 2026 FIA competitor licence
- Copy of a valid international 2026 FIA driver's license (minimum International Grade C-C)
- Authorisation to take part in international competitions abroad
- Medical certificate of aptitude for the driver



# EVENT SCHEDULE.

The Porsche Carrera Cup Benelux official event schedule is based on the respective timetable schedule of the main series. The relevant information, including the timetables and official event schedule, are distributed before the respective event.

In general, the following event schedule is aimed for:

## Thursday

Build-up and Technical Scrutineering  
Team Managers' Meeting

## Friday

Drivers' Briefing  
Free Practice 1 40 minutes  
Free Practice 2 40 minutes

## Saturday

Qualifying Practice 35 minutes  
Race 1 30 minutes + 1 lap

## Sunday

Race 2 30 minutes + 1 lap



# CLASSIFICATIONS.

In the Porsche Carrera Cup Benelux, there are the following classifications:

## **Overall Classification.**

The Overall Driver Classification is the official Driver Classification of the Series. All results of the individual races count towards the final Overall Classification at the end of the year. There are no void or 'dropped' results. The winner of the 2026 Series is the entered Driver with the highest total number of points in the Overall Driver Classification from all the races.

## **ProAm Classification.**

The ProAm Classification is independent of the Overall Driver Classification. However, it uses the same points awarding table. It is only open for ProAm Drivers. All results of the individual races count towards the final ProAm Classification at the end of the year. There are no void or 'dropped' results. The winner of the ProAm Classification is the entered Driver with the highest total number of points in the ProAm Classification from all races. For the ProAm Classification to take place, a minimum of 5 applicable Drivers must have permanently entered the Series. The slots will be allocated on a first-come first-serve basis.

## **Rookie Classification.**

The Rookie Classification is independent of the Overall Driver Championship. Points for the Rookie classification will not be awarded separately but will be based on the points scored in the final race results.

A dedicated podium is organized after each race and offers each rookie driver a great opportunity and exposure as the fastest new talents on the grid.

## **Team Classification.**

The Team Classification is independent of the Overall Driver Classification. The points of two cars entered under the same Competitor license are added for the team ranking. Points for the Team Classification are awarded according to the official overall race result, irrespective of classification. If there are more than two cars entered under one Competitor licence, prior to the first Round, each Competitor must nominate (in writing to the Series Organiser before the end of the administrative checks) up to two Cars from its team to score points.

No other cars from that Competitor will be considered for the Team Classification.

## **National GT Champion.**

As of 2025, the title of Benelux GT champion is awarded in the Porsche Carrera Cup Benelux by the RACB/KNAF. The strict regulations and scrutineering as well as the one-make format ensure fair racing and led the Dutch Federation to the decision that the title of Dutch GT champion will be awarded to the overall champion of the Porsche Carrera Cup Benelux.

## **End-of-Year Standings.**

For the End-of-Year Standings, all results of individual races are taken into account. There are no void results. The winner of the respective classification is the registered driver with the highest total score from all classification rounds.

The winner of the 2026 Porsche Carrera Cup Benelux is the registered driver with the highest total score from all races in the Overall Classification.

All champions will be celebrated at our annual Awards Night and the top three overall and class champions will be invited By Porsche Motorsport to attend their Night of Champions in Stuttgart.

# AWARDING POINTS.

Participants who satisfy the conditions for the allocation of points in the Overall Driver and/or Rookie and/or ProAm Classification for the individual races shall be awarded the following points in the order in which they are ranked in the final classification of each race, in accordance with the rules for the Overall Driver and/or Rookie and/or ProAm Classification.

<b>1<sup>st</sup> place</b>	25 points	<b>9<sup>th</sup> place</b>	7 points
<b>2<sup>nd</sup> place</b>	20 points	<b>10<sup>th</sup> place</b>	6 points
<b>3<sup>rd</sup> place</b>	16 points	<b>11<sup>th</sup> place</b>	5 points
<b>4<sup>th</sup> place</b>	13 points	<b>12<sup>th</sup> place</b>	4 points
<b>5<sup>th</sup> place</b>	11 points	<b>13<sup>th</sup> place</b>	3 points
<b>6<sup>th</sup> place</b>	10 points	<b>14<sup>th</sup> place</b>	2 points
<b>7<sup>th</sup> place</b>	9 points	<b>15<sup>th</sup> place</b>	1 point
<b>8<sup>th</sup> place</b>	8 points	<b>16<sup>th</sup> place</b>	0 points

Additionally, one point in each classification is awarded for the fastest qualifying lap.



# TALENT POOL PROGRAMME.

The Porsche Carrera Cups worldwide are well known for their talent development. To support upcoming racing drivers in the Benelux the Porsche Carrera Cup Benelux started its Talent Pool Programme. Going into the third season of the current format, the Porsche Carrera Cup Talent Pool provides on and off-track support to young pros who want to develop within the Porsche Motorsport Pyramid:

- Mentoring and coaching by former Porsche Factory driver Dirk Werner
- Talent Pool Kick-off meeting at each race event
- Guided track walk at each race event
- One on One coaching sessions after each driving session
- Data and car dynamics training by a Manthey "Grello" engineer
- A fitness test and nutritional training with Maverick Training
- Social Media Training
- Sports psychology workshop

During the Talent Pool Programme, a bonus system is implemented. All Talent Pool drivers score points depending on race results, on and off-track behaviour, start reaction time, etc. Within the **bonus system free sets of tires** can be won each race weekend:

- One free set of tyres is awarded to the driver with the fastest reaction time in the race starts over the weekend.
- One free set of tyres is awarded to the driver with the most points in the bonus system on the weekend.

The Rookie driver winning the Rookie championship wins a free entry for the 2027 Porsche Carrera Cup Benelux season.

After the season an evaluation of the top 5 overall championship drivers (aged minimum 18 years) based on championship results, driving performance, fitness level, fit to Porsche, Talent Pool bonus system results and behaviour on and off track will reveal the nomination of the Porsche Carrera Cup Benelux nomination for the **Porsche Motorsport Junior shoot-out**.

Porsche Carrera Cup Benelux | Season Brochure 2026



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# PORSCHE Paddock.

The Porsche Paddock is a place where the organization, teams and drivers are present during the whole event. Fans and raceguests can visit the Porsche paddock to experience the ambiance around the race weekend.

When visiting the Porsche Paddock you will find:

## Teams trucks.

All teams park their trucks in the designated spots and build their tents. This is where the cars will be stored and where the mechanics can work on the cars to maximize the car's potential for the race weekend.

## The Organisation trucks.

Besides the teams, the organization's trucks are also present in the Porsche Paddock. This is the place where all drivers and teams can go when they need information, spare parts, or scrutineering.

## The Porsche Hospitality.

The heart of the paddock is the Porsche Hospitality. All drivers, teams, and race guests come together here, to eat, relax, and network.

## Michelin.

Michelin is the official tire supplier of the Porsche Carrera Cup Benelux and is also findable in the Porsche Paddock at every event. Michelin provides tire services to all teams, so it is nice to have them close.

Porsche Carrera Cup Benelux | Season Brochure 2026

## Passes, parking.

The series organization supplies all teams entered in the Porsche Carrera Cup Benelux with a specific number of passes for each event. Generally, the passes are valid for one event and are distributed on the build-up day.

Teams receive at least the following ticket package per entered race car:

- 10 support paddock passes
- 3 parking passes for the support-event park

More team and parking passes are subject to availability. The exact number of tickets will be communicated in the respective team information.



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# PORSCHE HOSPITALITY.

## Team Catering.

The Porsche Team Catering is available at all events from Thursday evening to Sunday afternoon. Within the Porsche Hospitality breakfast, lunch, and dinner are offered in buffet form. The teams and drivers can choose the food to their liking. Drinks are in constant supply, and a selection of cakes and snacks are available in the afternoon.

The service times are scheduled according to the respective event schedule and announced via the team information and on the information board in the hospitality. With each entered car, teams receive five-weekend packages included in the entry fee. Additional team catering packages can be ordered up to two weeks before the event. Teams are prohibited from organizing their own catering and/or hospitality for their guests in the Porsche Paddock.



## Race Guest Package.

The Porsche Carrera Cup offers teams the possibility to invite their partners to every race event. A special race guest package is developed for this purpose and can be ordered from the series organisation prior to the race weekend. The race guest package is developed for one-day visits to the race event and includes the following conveniences:

- Welcome package to be picked up at the welcome centre
- Event pass with access to the Paddock
- Parking ticket at the support event car parking
- All-day catering in the Porsche Hospitality
- Guided grid walk prior to the Porsche Carrera Cup Benelux races
- Guided paddock tours with audio system
- Goodie bag before leaving the track



## VIP programme.

Exclusive VIP experiences are part of the portfolio of the Porsche Carrera Cup Benelux. Exciting and close races are met with the Porsche Brand at our events. The ideal combination for teams, drivers and sponsors to invite business relations in a special environment. To meet your expectations we are offering tailor-made experiences. Our partners can choose from a wide range of options for their exclusive VIP programme which includes:

- Special food and beverage programme
- Guided grid walk Porsche Carrera Cup and Host Series race starts
- Taxi rides in street legal or race cars on the race track
- Simulator racing challenge with prize-giving
- Shuttle service from the parking to the Porsche Paddock
- Guided tour of the Porsche Paddock with an explanation of the Porsche 911 GT3 Cup (type 992.1)



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# TECHNICAL SUPPORT.

Our engineering and technical staff are happy to assist you with any questions you may have about your Porsche 911 GT3 Cup (992.1) car and additional technology (data recording, etc.) of Porsche AG at our workspace and at the circuits. If you have any further questions regarding any technical or logistical issues, please contact our technical manager. (see Contact Page).

## Spare part service.

Required spare parts and prices are available directly from Prospeed (see Contact Page).

## Sustainable Racing Fuel.

ETS, a sustainable racing fuel, must be used during all race days and will have the following specifications: Renewablaze 102 R50. Please check the technical regulations and specific supplementary regulations for each event. Using renewable fuels is part of the sustainability initiative of the Porsche Carrera Cup Benelux and lowers greenhouse gas emissions of the races significantly.

## Tyre service.

Michelin is the official tyre partner of the Porsche Carrera Cup Benelux. Michelin has developed a tyre exclusively for the Porsche one-make series. These tyres can only be obtained by entered teams. Other tyre makers are not permitted. Michelin's tyre service is available at every race event, providing comprehensive customer service.

## Tyre regulations.

At each Event, the following quantity of tyres for each competition number can be marked by the Technical Scrutineers:

- a) For free practice of the first Event:
  - Two (2) new slick tyres for the front and same for rear axle.
  - Two (2) used slick tyres for the front and same for rear axle.
- b) For free practice of any of the following Events:
  - Two (2) new slick tyres for the front and same for rear axle.
- c) For qualifying and race (of any Event):
  - Four (4) new slick tyres for the front axle.
  - Four (4) new slick tyres for the rear axle.

## Tyre prices 2025\* TBC later for update 2026

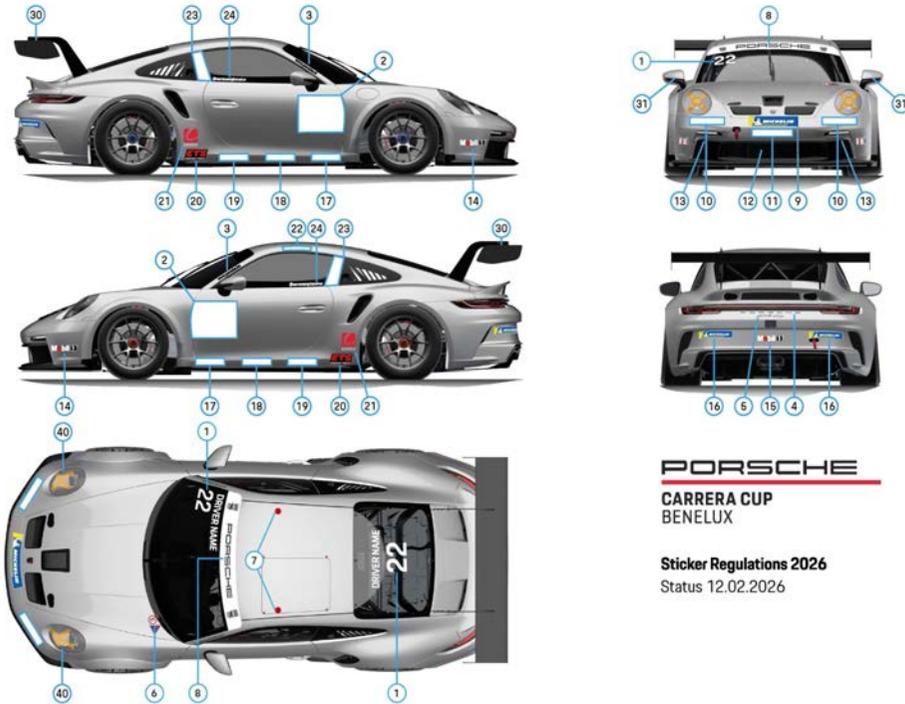
These prices include the disposal of the old tyres. The appropriate tyre order forms are available on request. Please get in touch with the Porsche Carrera Cup Benelux Organisation.

Slick	Rain
Front: 30/65 R 18 Porsche Cup N3	Front: 30/65 R 18 P2L
Rear: 31/71 R 18 Porsche Cup N3R	Rear: 31/71 R 18 P2L
€2.168 excl. VAT per set	€2.258 excl. VAT per set



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# STICKER REGULATIONS\*



No.	Qty.	Size (mm)	Colour	Logo / Symbol	Placement
1	2	200 height	white	Starting number / Driver's Name	Windscreen, top right; Rear window, top center Front screen stickers placed from the inside
2	2	360 x 308	white with black frame	Starting number plate incl series identification	Left and right door
3	2	160 height	Black	Starting number	Left and right door on starting number plate (2)
4	1	35 height	black or white	www.porsche.nl / www.porsche.be	A-pillar, left and right
5	1	526 x 32	black or white	Porsche Logotype (applies for 911 GT3 Cup only)	Rear lid, centered
6	1	256,5 x 40	black or white	GT3 Cup	Rear lid, centered
7	1	207 x 107		Flash for current interrupter+ E for extinguisher	Front bonnet, right (front view)
8	2		red with white outline	mounting of integral two-mount rescue device	Roof
9	1	1244,5 x 133,7	Original colours	Porsche Logotype 75 years Porsche Motorsport	Windscreen
10	1	557 x 120	MICHELIN original colours	MICHELIN curved sticker	Front bumper
11	2	255 x 50		Reservation Porsche	Below headlights
12	1	Reservation PORSCHE; Team is free to use this area but can be reclaimed any time by the series organisation.			Front bumper
13	2		background: black, logo: white	Only isolated team logo permitted. No sticker permitted.	Center radiator mesh
14	2	Reservation PORSCHE; Team is free to use this area but can be reclaimed any time by the series organisation.			Side radiator mesh, left and right
15	2	280 x 66	MOBIL1 original colours	MOBIL 1 logo	Front bumper, left and right
16	1	280 x 66	MOBIL1 original colours	MOBIL 1 logo	Rear bumper, affixed on delivered plate
17	2	280 x 56	MICHELIN original colours	MICHELIN	Rear bumper, left and right
18	2	Reservation PORSCHE; Team is free to use this area but can be reclaimed any time by the series organisation.			Side sill, left and right
18	2				Side sill, left and right
20	2				Side sill, left and right
21	2				Side sill, left and right
22	2	150 x 70	Original colours with white outline	ETS	Side area, left and right
23	1	50 height	Black or white	Driver's name	Roof rail left
24	2	323 x 137	Nationality Flag	Driver's nationality Flag	Rear side window, left and right
25	2	25 height	White	@carreracupbenelux	lower window frame left and right
26*	2	55 height	White/black	Talent Pool	Rear-wing side panel, left and right
27*	2	25 height	White/black	Talent Pool	Exterior mirror, left and right
28	2		Blue or orange	Headlight stickers (none for Pro, Blue for ProAm, Yellow for Am)	Headlights, left and right

\*Subject to amendments

# BADGE REGULATIONS\*

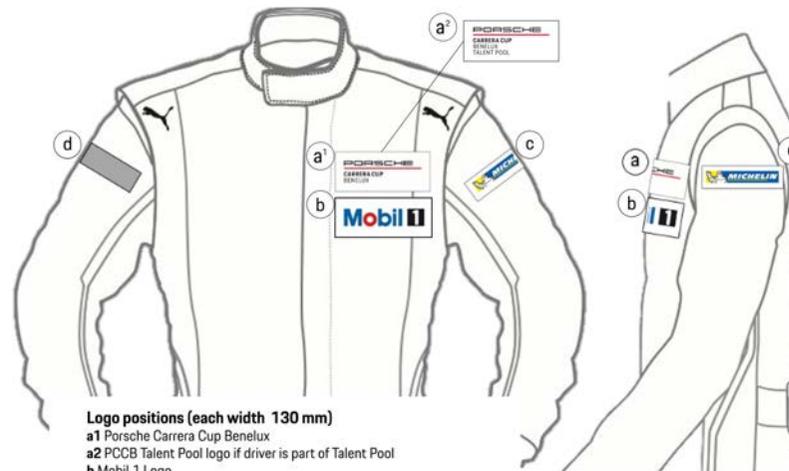
In due time prior to the first race event, all teams entered for the Porsche Carrera Cup Benelux 2026 will receive a sufficient number of the obligatory badges for their drivers' racing overalls. All teams are obliged to affix these obligatory badges to their drivers' racing overalls as prescribed for the entire duration of the race. Please note that for the embroidery/ affixing of badges to racing suits (FIA Standard 8856-2000) the following applies:

Embroidery sewn directly onto the overall must be stitched onto the outermost layer only. Backing material of badges must be flameproof and in conformity with the standard ISO 15025 (NOMEX). The backing used for affixing the badge to the overalls must be flameproof and in conformity with the standard ISO 15025 (NOMEX). Embroidery thread used to affix badges must be flameproof and conform with the standard ISO 15025 (NOMEX). It is also advisable that embroidery thread used for badges is flameproof and in conformity with the standard ISO 15025 (NOMEX). When affixing badges and signs to overalls, heat-bonding must not be used.

Any embroidery or affixing of badges not complying with these conditions will result in the cancellation of the homologation of the overalls concerned.

Please use the following positions for affixing obligatory badges:

\*Subject to amendments



**Logo positions (each width 130 mm)**  
**a1** Porsche Carrera Cup Benelux  
**a2** PCCB Talent Pool logo if driver is part of Talent Pool  
**b** Mobil 1 Logo  
**c** Michelin Logo  
**d** Reservation Porsche



# PARTNERSHIPS.

Sponsors of the series connect their brands to the Porsche marque and use the championship as a communication platform for both business-to-consumer and business-to-business activities.

There is now so much awareness and excitement surrounding the championship that there are more sponsors than ever before. In addition to the huge brand exposure sponsors achieve, it provides ample opportunity and scope for use in sponsors' wider marketing communications.

Sponsorship activities include, but are not limited to: PR, customer communications, product placement, race weekend hospitality and VIP program, display cars for events, and business-to-business networking. The following pages offer options

## Logo application.

For participating teams and their partners, CI manuals have been developed specifically for motorsport, which define different application areas and uses for the teams and their sponsors. Once the 'Application for Team Entry' is completed, you will receive a manual.

**PORSCHE**  
DESIGNATION  
SUPPLEMENT

STATUS INFORMATION

Team logo

**PORSCHE**  
DESIGNATION  
SUPPLEMENT

STATUS INFO

STATUS INFO

Team logo

Team partner logo

Porsche Carrera Cup Benelux | Season Brochure 2026

## Porsche trademarks.

The use of the Porsche trademarks and other registered trademarks is not allowed.

## TV, advertising and audio rights.

Copyright and all image and audio rights belong to Cup Challenge Benelux BV, including images taken from television broadcasts of the Porsche Carrera Cup Benelux 2026.

All television rights for the 2026 Porsche Carrera Cup Benelux for both terrestrial broadcasting and cable and satellite television broadcasts, all video rights and all rights for exploitation by all electronic media, including the Internet, belong to Cup Challenge Benelux BV.

Images provided by the series, including video material, are generally not subject to copyright and can be used by teams and their sponsors. However, as Porsche trademarks, in general, can be seen on the cars and as Porsche possesses the brand rights (e.g. the shape of the Porsche 911 GT3 Cup (992.1)), the following must be considered:

Image details are to be chosen such that the Porsche brand emblem does not come to the fore, thus allowing the presumption of brand advertising. All usage rights for images that are taken during a Porsche Carrera Cup Benelux session by the official Porsche photographers remain with Cup Challenge Benelux BV.

## Sponsoring Partners.

Sponsoring partners contact a team or the Porsche Carrera Cup Benelux Organisation directly. Depending on the partnership, a contractual relationship is either between the sponsoring partners and a team or between the sponsoring partners and the series organization.



**PORSCHE**

# COMMUNICATION CHANNELS.

The official Porsche Carrera Cup Benelux media team is on-site at all Porsche Carrera Cup Benelux events to produce content for our various communications channels and maximize the media return for the championship. While the race weekends form the centre of the racing action on track, our media team is working on the communication all year round. Extensive media production in terms of TV production, social video content, and photography is carried out at all events and is accessible to all championship partners through a database.

## Website.

The Porsche Carrera Cup Benelux website is the core hub of all communication regarding the championship. The website provides general information, racing results, articles about the teams, drivers, and more. Furthermore, the live streaming and live timing of all races are available for fans and partners at home.

## Social Media Campaign.

Under the handle @carreracupbenelux, you can reach the official social channels of the Porsche Carrera Cup Benelux. Our social media campaign is dedicated to our drivers and teams throughout the season and between race weekends. With our own media crew present at each race, the championship documents the successes of its drivers and enables them to share their weekends with the fans at home or in the grandstands.

## Press Releases.

Before and after every race weekend, the Porsche Carrera Cup Benelux issues press releases which are distributed by the official Porsche Belgium, Porsche Netherlands, and Porsche Carrera Cup Benelux distribution channels. A communication tool that not only benefits our drivers and teams with regards to their communication but also supports the professional appearance of the championship and supports the media return for associated partners.

## TV distribution.

All races of the Porsche Carrera Cup Benelux will be covered by high-quality TV production that is not only available through the livestream channels of the championship but will also be distributed to TV partners like Ziggo where Ziggo Sport clients can watch the highlights of the Porsche Carrera Cup Benelux Races.

The combination between paid and free TV enhances the views of the series even more.

@CARRERACUPBENELUX	INSTAGRAM 	FACEBOOK 	YOUTUBE 
Followers Status Quo	39.892	7.235	11.860
Follower Growth 2025	+21,7% (+8.650)	+9,1% (+658)	+13,6% (+1.616)
Reach	6.753.312 channels reached	270.001 channels reached	1.744.707 channels reached
Engagement/ Views	787.694 channels engaged	11.831 channels engaged	425.085 total views
Add Budget?	No	No	No

Observation period: 1 Jan – 31 Oct 2025

# TEAMS.

The teams participating in the Porsche Carrera Cup Benelux are professional motorsport organizations and support their drivers on and off track to achieve their best performance.

Talk to our teams to find out more about their experiences with Porsche Carrera Cup Benelux and the transformation of the championship over the last few years.

share their weekends with the fans at home or in the grandstands.



# CONTACT DETAILS.



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