



PORSCHE

CARRERA CUP
GREAT BRITAIN

SPRINT CHALLENGE
GREAT BRITAIN

TITLE PARTNER





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, 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 grass roots 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 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.

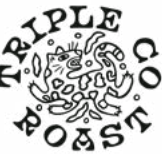
Harry King, the 2020/2021 Porsche Junior and champion, went on to success in the Benelux, Deutschland and Supercup championships. Most recently, Harry has competed in the IMSA WeatherTech SportsCar Championship for Porsche alongside Nick Tandy, who is one of the most significant graduates – winning the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

Click here to find out more

Pricing correct at time of publication – September 2026.

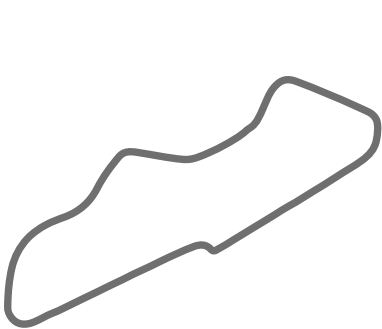


Porsche Carwow Carrera Cup GB 2027 Calendar

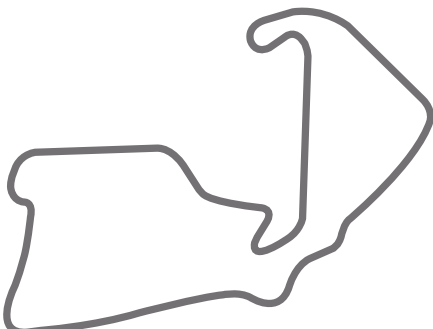
Porsche Carwow Carrera Cup GB races into 2027 with a full calendar of 16 races taking place across eight weekends. For the fifth consecutive year, the season will begin at Donington Park in April with TOCA, joining the WEC package later that month, where the championship will join forces with Porsche 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.

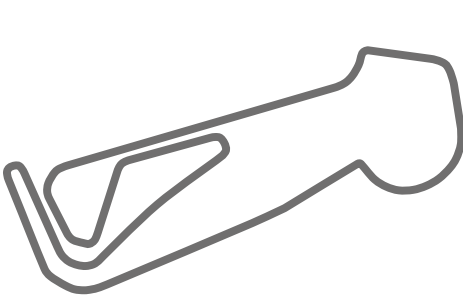
2027
CALENDAR



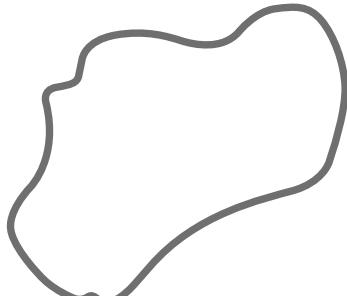
Rounds 1 & 2
Donington Park (National)
10 – 11 April



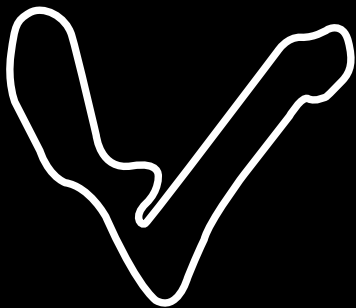
Rounds 3 & 4
Silverstone (GP)
24 – 25 April



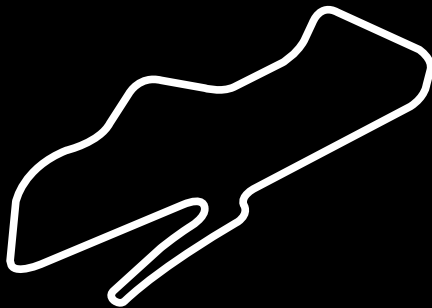
Rounds 5 & 6
Snetterton (300)
29 – 30 May



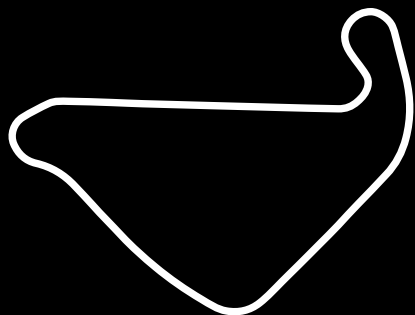
Rounds 7 & 8
Thruxton
24 – 25 July



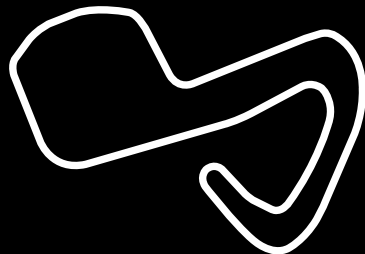
Rounds 9 & 10
Croft
14 – 15 August



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

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.

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

Pro (Race One) points will be allocated as follows

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

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 + VAT
- PRO-AM: £35,500 + VAT
- Masters: £30,500 + 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 proceeding season a half-price entry fee. This incentive continues for 2027 across the following British championships:

- Porsche Sprint Challenge GBPro & Am Category Champions
- British GT, GT3 & GT4 Overall Champion
- FIA British F4Overall Champion
- GB3 and GB4Overall Champions
- Ginetta Junior ChampionshipGTP Class Champion
- Ginetta GT Academy ChampionshipOverall Champion
- Ginetta GT Championship Professional Class Champions
- GT CupOverall Champion
- MINI Challenge ChampionshipJCW Class Champion
- Porsche Club ChampionshipOverall 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).

[Click here to register](#)



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.



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 enduring 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 provides 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.



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)

Click here to find out more

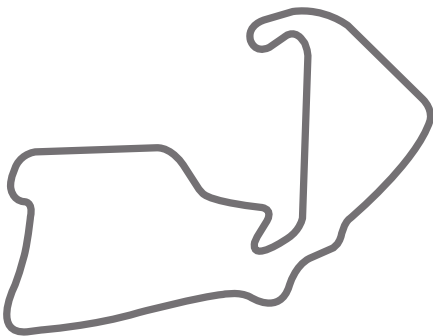
Pricing correct at time of publication – September 2026.



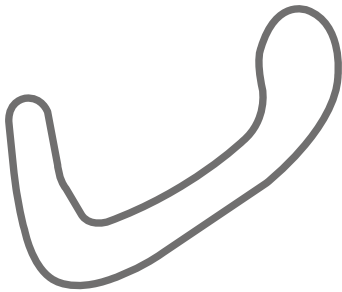
Porsche Carwow Sprint Challenge GB 2027 Calendar

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.

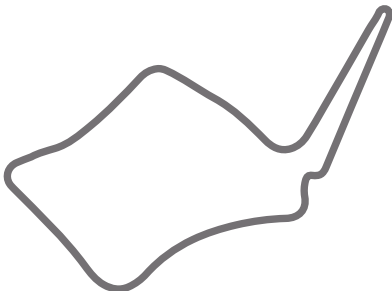
Further championship rounds will take place as part of the TOCA package in support of the British Touring Car Championship, at storied circuits across England, including Brands Hatch and Oulton Park. On four occasions, Porsche Carwow Sprint Challenge GB and Porsche Carwow Carrera Cup GB will unite creating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



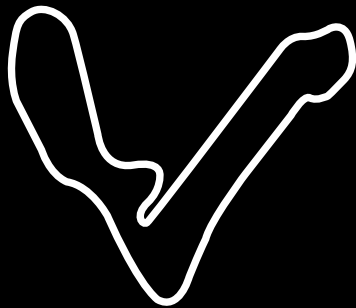
Rounds 1 & 2
Silverstone (GP)
24 – 25 April



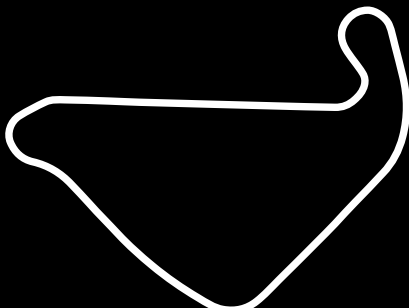
Rounds 3, 4 & 5
Brands Hatch (Indy)
8 – 9 May



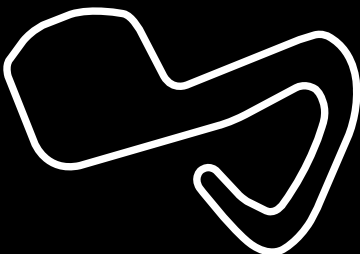
Rounds 6, 7 & 8
Oulton Park (Island)
12 – 13 June



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

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.

POINTS STRUCTURE 2027





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).

[Click here to register](#)



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.



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.

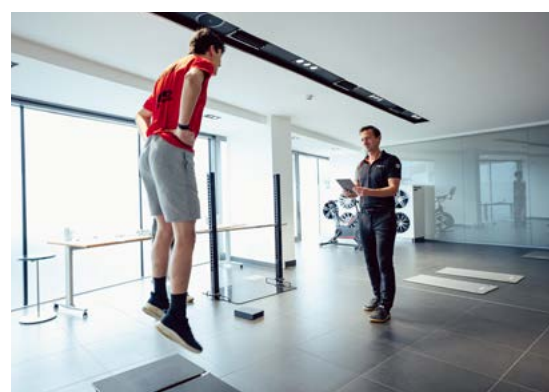
The Talent Pool Programme is open to rookie drivers from both championships, in the Professional and Professional-Amateur categories. Additionally, it employs its own separate points tables and rewards.

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, a 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.



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.





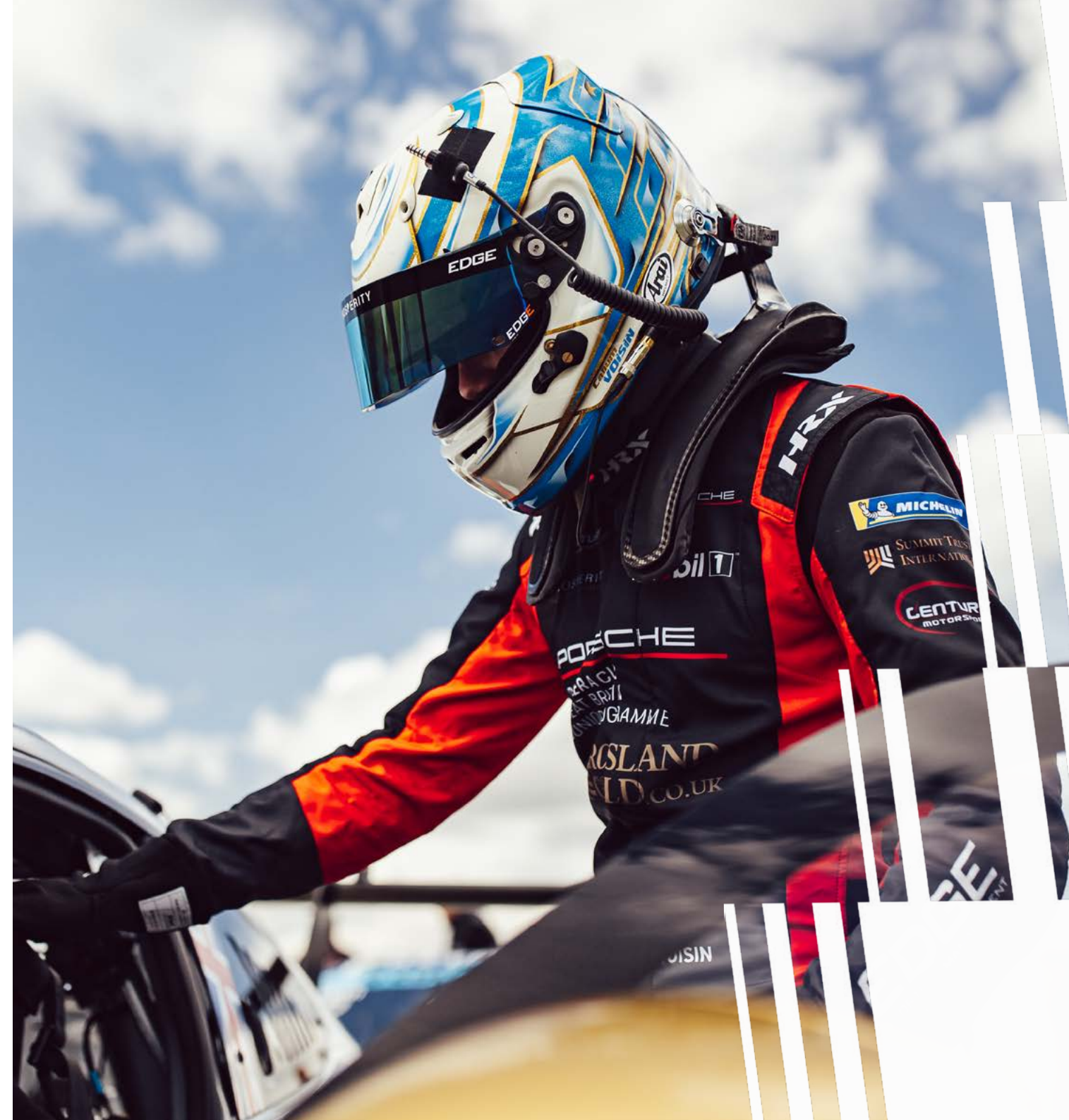
Media Exposure

Porsche invests heavily in promoting Porsche Carrow Carrera Cup GB and Porsche Carrow 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](https://www.racing.porsche.com)

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.



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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