

PORSCHE

**MOTORSPORT
NORTH AMERICA**

PORSCHE JUNIOR DEVELOPMENT PROGRAM



PORSCHE

**TALENT IDENTIFICATION
PROGRAM
NORTH AMERICA**

PORSCHE

**SPRINT CHALLENGE
NORTH AMERICA
JUNIOR PROGRAM**

PORSCHE

**CARRERA CUP
NORTH AMERICA
JUNIOR PROGRAM**

PORSCHE

**SELECTED DRIVER PROGRAM
NORTH AMERICA**

1

**WELCOME
MESSAGE**

PAGE 3

2

**PORSCHE DRIVER
DEVELOPMENT PYRAMID**

PAGE 5-6

3

**SUCCESS
STORIES**

PAGE 8

4

**PORSCHE TALENT
IDENTIFICATION PROGRAM**

PAGE 10

5

**PORSCHE SPRINT CHALLENGE
JUNIOR PROGRAM**

PAGE 12-13

6

**PORSCHE CARRERA CUP NORTH
AMERICA JUNIOR PROGRAM**

PAGE 15-16

7

**GLOBAL PORSCHE JUNIOR
SHOOTOUT**

PAGE 18

8

**PORSCHE SELECTED
DRIVER PROGRAM**

PAGE 20



VOLKER HOLZMEYER
President and CEO
Porsche Motorsport North America

WELCOME TO THE 2023 PORSCHE DRIVER DEVELOPMENT PROGRAM

It is our privilege at Porsche Motorsport North America (PMNA) to welcome you to the 2023 Porsche Driver Development Program. It has been a long tradition at Porsche to develop not only the very best race cars to compete around the world, but to support driver talent to race those cars. The Porsche Motorsport Pyramid North America is a focused strategy by which you can ascend from karting to racing the most advanced prototype race machines all within the Porsche system and in a Porsche-built race car. The Driver Development Program fine-tuned to the North American market after decades of experience, is the key path – and the tools needed – for you to make this climb up to your dreams.

We look forward to working with you not only in 2023 but throughout your career to achieve your goals.



2

PORSCHE DRIVER DEVELOPMENT PYRAMID

Porsche has a long tradition of not only developing winning race cars, but also developing successful drivers that reach the pinnacle of the sport. The Porsche Motorsport Pyramid began as an informal pathway for drivers to develop their craft and experience from novice laps around a track to the podium at the 24 Hours of Le Mans. This developed to a more formal structure in Europe with the introduction of the Porsche Junior Shootout, which is conducted annually with the winner securing the Porsche Junior title for the coming season. In 2023, North America offers young drivers a similar opportunity with the introduction of the Porsche Talent Identification Program, the Porsche Junior Program and the Porsche Selected Driver Program. While each program provides a range of financial support to drivers during the season, drivers will also receive education to assist development throughout the year with the solitary focus on producing professional race drivers within the North American market.

2

PORSCHE DRIVER DEVELOPMENT PYRAMID

SELECTED DRIVER

- Porsche 963 & 911 GT3 R & 718 GT4 RS Clubsport
- A range of drivers to be secured for the Porsche Selected Driver Program
- Each driver provided with financial support to compete in IMSA or SRO series
- Support in securing a seat for a season with a Porsche customer teams
- One-on-one coaching and mentoring provided by former factory driver

PORSCHE
SELECTED DRIVER PROGRAM
NORTH AMERICA

PCCNA JUNIOR

- Porsche 911 GT3 Cup
- 17 to 23 years of age
- Driver development and education program
- Prizes are awarded to first place junior for each race
- Overall junior winner to be nominated for the Porsche Global Shoot Out
- Opportunity to progress to the Selected Driver Program

PORSCHE
CARRERA CUP
NORTH AMERICA
JUNIOR PROGRAM

PSCNA JUNIOR

- Porsche 718 Cayman GT4 Clubsport
- 16 to 22 years of age
- Driver develop and education program
- Prizes awarded to first place junior for each race
- Overall junior winner receives free full season in Porsche Carrera Cup NA

PORSCHE
SPRINT CHALLENGE
NORTH AMERICA
JUNIOR PROGRAM

TALENT ID

- Talent identification program across Karting, Formula and Sports Cars
- Porsche racing experience at a nominated Porsche Carrera Cup event
- Meet and greet with Patrick Long including education of developing a career in motorsport
- Meet and greet with current Porsche Carrera Cup teams and drivers

PORSCHE
TALENT IDENTIFICATION PROGRAM
NORTH AMERICA



3

SUCCESS STORIES

Porsche's Junior program has boosted the careers of 28 racing drivers since 1997. With names such as Patrick Long, Timo Bernhard, Marc Lieb, Michael Christensen and Matt Campbell all having held the title of Porsche Junior on their way to legendary careers with the brand, the program has a proven track record.

Thomas Preining, Porsche Junior from 2017 to 2018, secured two victories in the DTM this year with the 911 GT3 R. 2021 recipient Lauren Heinrich won the 2022 Porsche Carrera Cup Germany championship, was third in the Porsche Mobil 1 Supercup and won the final round of the 2022 Porsche Deluxe Carrera Cup North America season. Bastian Buus from Denmark is the 2023 Porsche Junior.

North America has enjoyed its share of young talent developing through its system. Most famously, Porsche racing legend Patrick Long was a longstanding Porsche factory driver who earned the position coming up through the Porsche one-make championships. Today, Long is a special consultant to Porsche Motorsport North America.

Other graduates of the Porsche system include 2021 Porsche Deluxe Carrera Cup North America champion Seb Priaulx who raced to his first WEC class win in 2022 and returns to this continent in 2023 to race in the IMSA WeatherTech SportsCar Championship's GTD class with a Porsche customer team. 2022 series champion Parker Thompson has moved into a factory driver role for a different marque while two-time series runner-up Kay van Berlo – as well as Carrera Cup race winner Trenton Estep – are Porsche Selected Driver Program North America recipients for 2023. Other experienced drivers using the Porsche Motorsport Pyramid North America include IMSA and/or SRO race winners Zacharie Robichon, Max Root, Roman De Angelis, Madison Snow, Cooper MacNeil, Daniel Morad, Alec Udell, Elliott Skeer, Michael De Quesada and Connor De Phillippi among others.



4

PORSCHE TALENT IDENTIFICATION PROGRAM

Motorsport has a natural entry point with karting. However, little has been done to ease the jump for drivers from kart to automobile racing. Porsche Motorsport North America remedies that with the inclusion of Talent Identification Program North America to its Motorsport Pyramid. PMNA will attend major karting events around the country to identify a range of future talent that are ready to take the next step of their career into automobile racing.

Through the Talent Identification Program, PMNA will recognize a range of young talent at the sharp edge of kart racing and will deliver a platform and the tools required to perform in Porsche race cars at the next level. In 2023, the successful candidates will be provided a unique driving experience at the Porsche Experience Center where a former Porsche Factory Driver will deliver key driver training in Porsche 911 GT3 road cars. Drivers will also be invited to the Porsche Deluxe Carrera Cup round at the Long Beach Grand Prix where they will receive a behind the scenes tour of the category in action. In addition, they will have an opportunity to meet current drivers and teams and receive guidance on their next step in the sport. Drivers will be provided with ongoing support from Patrick Long in securing a drive in the Porsche Sprint Challenge North America series, which is the first step in their sports car career.

BENEFITS

- Attend the Porsche Experience Center in Los Angeles
- Education session from Patrick Long on becoming a professional race car driver
- Conduct a dedicated driving activity at the Porsche Experience Center
- Attend the Porsche Deluxe Carrera Cup North America Welcome Function for the Long Beach Grand Prix
- Attend the Long Beach Grand Prix including all passes required
- Conduct a behind the scenes tour of the Long Beach Grand Prix
- Conduct a driver and team meet and greet at the Long Beach Grand Prix



5

PORSCHE SPRINT CHALLENGE JUNIOR PROGRAM

Drivers in the Sprint Challenge North America Junior Program will now enjoy the opportunity to span the gap between club level and professional motorsport. This extension of the junior program to Sprint Challenge delivers a key first step in the development of young talent within the North American market, will accelerate progress through the ranks, strengthen skills earlier and maximize performance sooner.

Drivers who are selected to join the program receive specialized training in areas such as tires, chassis dynamics, media and fitness. Additionally, drivers will compete for a range of prizes including free entry into the next round and a range of Yokohama race tires all designed around rewarding success through financial support. In addition, Junior drivers will get access to Porsche racing legend Patrick Long for consultation to guide their career paths as well as attend the annual Porsche Junior Workshop. This two-day workshop provides all junior drivers across Sprint Challenge and Carrera Cup key training sessions on fitness, mental performance, media training, partnerships and hear from a range of athletes on their journey.

BENEFITS

- Right to use the designation official Porsche Junior Driver of Porsche Motorsport North America
- Right to use the Porsche Sprint Challenge Junior Program lock up logo
- The opportunity to win a set of Yokohama race tires for the junior driver that secures the most points for each race weekend
- The opportunity to win free entry into the next round for the junior driver that secures the most points for each race weekend
- The opportunity to attend the Porsche Junior workshop during the season to receive a range of education on becoming a professional race car driver
- The junior driver who has collected the most points at the end of the season will be crowned the Porsche Sprint Challenge Junior Champion and will receive free entry into the Porsche Deluxe Carrera Cup North America series for the 2024 season

5

PORSCHE SPRINT CHALLENGE JUNIOR PROGRAM

ELIGIBILITY

- Born between November 30th, 2000 – March 1st, 2007
- Paid or committed to full season entry fees for the Porsche Sprint Challenge North America
- Be able to commit and compete in the entire Porsche Sprint Challenge North America season
- Have fulfilled branding requirements set out in junior branding bulletin
- Be an eligible/or hold a valid 2023 international driver's license issued by an FIA-affiliated ASN, of Grades: B, C, or D, or a USAC license and who are registered for the Porsche Sprint Challenge North America 2023
- Be able to attend the Porsche Junior Workshop on July 20th – 21st, 2023
- Approved by Porsche Motorsport North America to be a part of the Porsche Junior Program



6

PORSCHE CARRERA CUP NORTH AMERICA JUNIOR PROGRAM

The Porsche Junior program was developed to provide a bridge between one-make racing and factory driver status. It offers an opportunity for exceptional talent to be trained by Porsche to maximize performance at the factory level. The Porsche Carrera Cup North America Junior Program was first introduced in 2021 and has been further enhanced entering 2023 through increased education and financial support to every driver participating.

Drivers who are selected to join the program receive specialized training in areas such as tires, chassis dynamics, media and fitness. Additionally, drivers will compete for a range of prizes including free entry into the next round and a range of Michelin race tires all designed around rewarding success through financial support. In addition, Junior drivers will get access to Porsche racing

legend Patrick Long for consultation to guide their career paths as well as attend the annual Porsche Junior Workshop. This two-day workshop provides all junior drivers across Sprint Challenge and Carrera Cup key training sessions on fitness, mental performance, media training, partnerships and hear from a range of athletes on their journey.

The winner of the Porsche Carrera Cup Junior program will have the opportunity to compete in the global Porsche Junior Shootout against the best young talent in Carrera Cup globally with the winner awarded official Porsche Junior status and provided financial support to compete in the Porsche Supercup in Europe the following year.



PORSCHE CARRERA CUP NORTH AMERICA JUNIOR PROGRAM

BENEFITS

- Right to use the designation official Porsche Junior Driver of Porsche Motorsport North America
- Right to use the Porsche Carrera Cup Junior Program lock up logo
- The opportunity to win a set of Michelin race tires for the junior driver that secures the most points for each race weekend
- The opportunity to win free entry into the next round for the junior driver that secures the most points for each race weekend
- The opportunity to attend the Porsche Junior workshop during the season to receive a range of education on becoming a professional race car driver
- The junior driver who has collected the most points at the end of the season will be crowned the Porsche Carrera Cup Junior Champion and will receive on all expenses paid trip to attend the Global Porsche Junior Shootout in Europe and represent North America at this program
- The winner of the Global Porsche Junior Shootout secures the official title as a Porsche Junior for the next season and receive financial support from Porsche AG to compete in the 2024 Porsche Mobil 1 Supercup for the 2024 season.

ELIGIBILITY

- Born between November 30th, 1999 – March 1st, 2006
- Paid or committed to the full season entry fees for the Porsche Deluxe Carrera Cup North America
- Be able to commit and compete in the entire Porsche Deluxe Carrera Cup North America season
- Be able to attend the Porsche Junior Workshop on July 20th – 21st, 2023
- Have fulfilled branding requirements set out in this junior branding bulletin
- In possession of/eligible for an international racing license grade C
- Able to attend the Porsche Junior Shootout in fall/winter of 2023
- Approved by Porsche Motorsport North America to be a part of the program





2023 GLOBAL PORSCHE JUNIOR SHOOTOUT WINNER

For the last 26 years, Porsche's exemplary Junior program has been one of the most successful of its kind in motorsport. This initiative has paved the way for many talented youngsters to pursue professional careers as works drivers, producing numerous world champions and Le Mans winners in the process. Much of that success starts in the one-make series Porsche manages on multiple continents, but it all comes to a focal point at the annual Global Porsche Junior Shootout. All the invited candidates share these factors: they are no older than 24 and have finished in the top five of one of the more than 30 Porsche one-make cup series around the world in the past year, driving the 911 GT3 Cup race car. They all had to highlight their prowess on and off the track. The judges not only consider lap times and the general performance on the track, but also how they interact with the race engineers, their technical competence, their interaction with the media as well as the results of mental and physical tests.

The chosen driver receives the title "Porsche Junior" and a sponsorship package to be used in the Porsche Mobil1 Supercup. However, the program reaches beyond financial support. The holistic concept focuses on all aspects of a professional motorsport career. This includes comprehensive support provided by Sascha Maassen. The former Porsche works driver is on hand to mentor the juniors before, during and after each race weekend. The University of Potsdam provides sports medicine support. Mental training, media seminars, PR commitments and other marketing activities are also part of the training regime.

2023 GLOBAL PORSCHE JUNIOR SHOOTOUT TEAM

Bastian Buus from Denmark is the 2023 Porsche Junior.

ELIGIBILITY

- Born between November 30th, 1999 – March 1st, 2006
- Achieved a top-5 ranking in the overall championship standings at the time of the nomination.
- In possession of/eligible for an international racing license grade C





PORSCHE SELECTED DRIVER PROGRAM

The Porsche Selected Driver Program North America title highlights drivers as special talents within the Porsche Motorsport Pyramid North America system. The objective of the program is to assist the drivers with a hand-up to the next level of the sport through support both in and out of the car. A Selected Driver is neither an official Porsche factory driver nor a Porsche Junior but is highlighted for the open competition categories such as IMSA and the SRO.

Porsche Selected Driver Program North America drivers receive one-on-one mentoring from Patrick Long through the season to ensure they are maximizing their performance at each race event. Selected Drivers will also receive a range of financial support and assistance in securing a seat with a Porsche customer race team at the next level as part of the position. In addition, each driver will have the honor of carrying the Porsche Selected Driver Program North America signet on his or her helmet and uniform for the coming season. The objective of the selected driver program is to assist our drivers in taking the next step in their sports car career, with the ultimate goal to have a Selected Driver secure a seat in the Porsche 963 LMDh race program.

PORSCHE SELECTED DRIVER PROGRAM TEAM

Trenton Estep and Kay Van Berlo

BENEFITS

- Right to use the designation official Porsche Selected Driver North America
- Right to use the Porsche Selected Driver North America lock up logo
- Financial support to take to a Porsche GT customer team to compete in the upcoming season

ELIGIBILITY

- Currently compete in either Porsche one-make series or compete with Porsche GT customer program



JOIN THE PORSCHE JUNIOR PROGRAM

To join the 2023 Porsche Junior Development Program you must meet all the criteria obligations of the specific program you intend to enter. Perspective drivers are required to apply to participate in the program with Porsche Motorsport North America with PMNA reserving the right to make the final decision on who participates in the program.

For more information please contact the Porsche Junior Development project lead who can assist you with your inquiries.

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