

**EMBARGOED Monday, May 5, 2025**

## **Porsche becomes the official car of WeatherTech Raceway Laguna Seca**

*Porsche, Friends of Laguna Seca sign sponsorship agreement which will include a new West Coast-based Porsche Track Experience starting in 2026*

**Atlanta.** Porsche Cars North America, Inc. (PCNA) announced today it will become **The Official Car of [WeatherTech Raceway Laguna Seca](#)** in Monterey, California. Since 2011, Laguna Seca has been home to the Rennsport Reunion, the world's largest ticketed gathering of Porsche enthusiasts. As part of the sponsorship, Porsche will support Friends of Laguna Seca in its commitment to revitalize the Raceway and Recreation Area.

A Porsche Driving Center (PDC) will also launch at the legendary raceway in 2026. Customers will be able to choose from introductory courses, which start with the basics of vehicle control, through intermediate and advanced training for those seeking to sharpen existing skills.

"Many of the greatest moments in motorsport history have happened at Laguna Seca," said Timo Resch, President and CEO of PCNA. "We are excited to be a part in the track's exciting plans for the future and to allow the next generation of enthusiasts to get behind the wheel of a Porsche."

"We are thrilled to welcome Porsche as the official car of Laguna Seca," said Friends of Laguna Seca board member Bruce Canepa. "I have been a fan and owner of their cars for five decades. This partnership brings together two iconic brands, and we are excited to celebrate our collective histories and race into the future together."

Porsche's legacy at Laguna Seca is extensive, including hosting four Rennsport Reunions in the last 15 years and earning the marque's 600th and 601st IMSA victories just last year. In February 2024, the Taycan Turbo GT earned the title of fastest electric series-production car at the track with a time of 1:27.87min - faster than any other road-approved electric car. In 2023, Rennsport Reunion 7 hosted more than 91,000 attendees over its four-day span, the biggest attendance of any Rennsport Reunion to date, and a testament to the enduring passion of Porsche fans in the United States.

The sponsorship launches with Porsche serving as the official safety car for the TireRack.com Monterey Sportscar Championship IMSA race weekend, May 9-11. The race will be broadcast live on Sunday, May 11, at noon PDT/3 p.m. EDT on NBC.

For more information on Porsche's sponsorship of WeatherTech Raceway Laguna Seca and collaboration with Friends of Laguna Seca, please click [here](#). Learn more about Porsche's history at Laguna Seca and the Porsche Driving Center at Laguna Seca click [here](#).

### About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the [Porsche 911](#), [718 Boxster](#), [718 Cayman](#), [Macan](#), [Cayenne](#), [Panamera](#) and [Taycan](#). The [Porsche Car Configurator](#) can be used by anyone to customize and pre-order any vehicle in that lineup at any time. Headquartered in Atlanta, Georgia, since 1998, PCNA is home to [the first Porsche Experience Center in North America](#), which features two module-based 1.6 mile driver development tracks, a business center and Restaurant 356. The campus is also home to the U.S. headquarters of [Porsche Classic](#). The company operates a second [Porsche Experience Center near Los Angeles](#). That complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, Restaurant 917 and the headquarters of [Porsche Motorsport North America](#). PCNA supports 202 independently owned and operated Porsche Centers in the U.S., four Porsche studios and five satellite stores in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 75-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus [motorsport](#) wins to date.

Photos and video footage are available to accredited journalists on the [Porsche Press Database](#) and on the [Porsche Cars North America Newsroom](#).

### About WeatherTech Raceway Laguna Seca:

WeatherTech Raceway Laguna Seca is a world-renowned motorsport facility located in Monterey, California operated and managed by Friends of Laguna Seca, a 501c(3) non-profit. Nestled among scenic hills, it has a rich history of hosting premier racing events, making it a favorite destination for motorsport enthusiasts from around the world. The raceway features challenging turns and elevation changes including the world-famous Corkscrew, providing a thrilling experience for both drivers and fans. Friends of Laguna Seca is committed to delivering top-tier racing and entertainment experiences year after year. Find out how you can get involved at [FriendsOfLagunaSeca.org](#)

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