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Porsche Driving Experience

Great Britain



Porsche Driving Experience

The Porsche Driving Experience evolved from the Porsche Sport Driving School, which began in 1974 with the launch of the 930 Turbo. Since then it has developed to provide exciting and informative courses to improve driving enjoyment.

Porsche Driving Experience comprises a series of driving programmes designed to enable drivers to match their performance to that of the car. The experiences provide the opportunity for all drivers to refine their behind-the-wheel ability, knowledge and safety.

Porsche vehicle development is relentless. Huge technical and mechanical advances, particularly over the last decade, have produced today's hugely capable cars. Investing time in understanding these features can unlock even an experienced driver's potential to enjoy a Porsche to the full.

Over the course of the past 35 years, much has changed – but much has stayed the same. The passion, for example, with which we work on improving every aspect of our training programme: from your driving skills to your enjoyment behind the wheel.

Porsche Experience Centre



The Porsche Experience Centre is a world-class training facility where drivers receive expert coaching to enhance their driving skills and develop new techniques.



The Porsche Experience Centre opened its doors in July 2008 after six years of development and is situated at Silverstone Circuit, the home of British motorsport, in the heart of England. Located next to Hangar Straight, we are on the site of the WRC Rally of Great Britain special stage used in the late 1990s.

Developed by Porsche, our Test Tracks provide a unique and, above all, enjoyable facility devised to extend a driver's understanding and use of the technical and dynamic capabilities of a Porsche.

The Centre itself houses a Porsche display area, a high quality restaurant with panoramic views of the Porsche Test Track and an innovative Human Performance Centre. Visitors are able to see the entire Porsche facility from a roof top platform which offers spectacular views of both the Porsche Test Tracks and Silverstone's Grand Prix Circuit.

Tracks

The specially designed track incorporates five elements; **Handling, Kick Plate, Ice Hill, Low Friction and Off-Road circuits.**



■ Handling Circuit

Designed to replicate a challenging country road, with varying cambers and blind corners.



■ Ice Hill

Simulating sheet ice with computer controlled water jets, this area allows drivers to explore general car control as well as understanding the specific handling characteristics of a car.

With a total length of 3.1km, the track has been designed to allow it to be split into four separate areas that can be used independently of each other or connected together to form a longer handling circuit. This offers a variety of track configurations and surface conditions on which the potential of Porsche cars can be studied and understood.

This environment will allow visitors to be instructed through a variety of different situations in wet and dry conditions, as well as simulating ice and snow driving with the use of specially constructed surfaces. The majority of advanced handling courses are particularly hard on the car. However, our low friction surfaces allow dynamic manoeuvres with low wear and tear, meaning that tyre wear on the Porsche Test Track is almost negligible.

To see video footage of action on all of our Test Tracks please visit www.porsche.co.uk/experience



■ Kick Plate

A moveable metal plate set flush with the road surface designed to be triggered remotely as a car travels over it, thereby generating the effect of a loss of rear wheel traction.



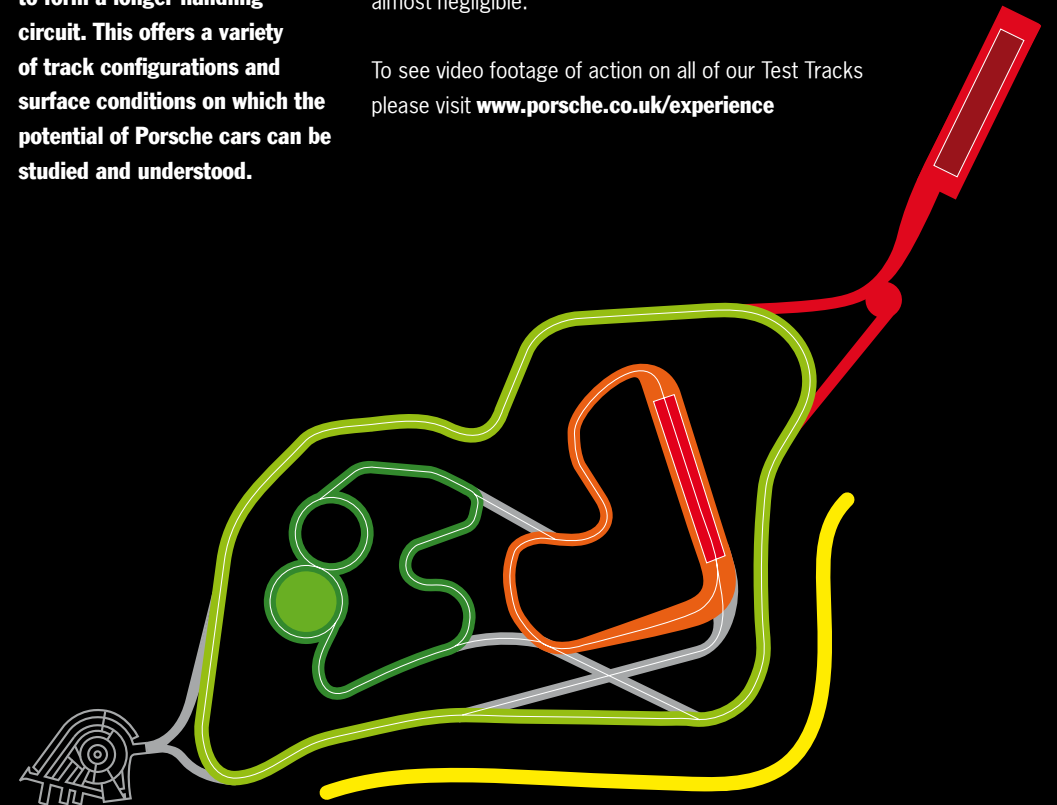
■ Low Friction

Specially formulated tarmac creating an ideal environment where oversteer slides can be provoked, corrected and held.



■ Off-Road

Purpose built to include steep hillclimbs and descents, deep water and rough terrain. A challenging course to test both driver and car.



Experts

Porsche Driving Consultants

Porsche Driving Consultants, a professional team of driving experts from advanced road, rally and circuit backgrounds, personally coach participants through each activity.

The Porsche Driving Consultants' aim in passing on their knowledge and driving skills to you is not based on professional reasons alone, but also on a passion – the perfect prerequisite to help you master your vehicle even better and to enjoy it as well. It's not only on the circuit where you'll notice that you're dealing with experts who have turned their passion into a profession, but also in the breaks and when taking lunch together. Their enthusiasm for Porsche and every technical detail of the vehicles is contagious.

During the training course, our consultants are devoted entirely to you and your enjoyment whilst learning new skills and fully exploring the track and the car's potential.



Experiences

Driving Experiences

The Porsche Experience Centre offers a wide range of unforgettable experiences and fascinating driving courses. You can choose from two types of courses; the Driving Experiences and the Porsche Sport Driving School.

The Driving Experiences are designed to focus on a particular type of driving, model of Porsche or driving environment. Whether you are looking to attain new skills, polish up some old ones or just have a great time driving we can help find the right course for you. The Driving Experiences are all undertaken in one of our Porsche vehicles prepared to the highest standards.

The aim of the Porsche Sport Driving School is to improve your driving skills on an ongoing basis, enabling you to drive more safely and deal more effectively with hazards on the road. Some of our courses are more focused on motorsport, from the basic fundamentals to professional driving skills. The courses are clearly structured and build on knowledge from the previous level – each level must be completed in turn before graduating to the next.

The following pages focus on the Driving Experiences and then the Porsche Sport Driving School.



Carrera and Carrera 4

Event Cost £275

One-to-one Tuition Yes

Event Cars 911 Carrera
& 911 Carrera 4

Running Length 90 mins

Test Tracks:

Handling Circuit
Low Friction
Ice Hill

Objectives

To appreciate the different handling characteristics and safety systems in two different 911 models. Contrast the purity of the rear wheel drive Carrera and the sure-footedness of the Carrera 4.

Course Content

This course will enable you to explore the different driving characteristics of two and four wheel drive. The low friction surfaces will fully demonstrate the benefits of Porsche Traction Management, whilst the handling circuit demonstrates the true focus of the two wheel drive variant.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Car Control

Event Cost £275

One-to-one Tuition Yes

Event Car 911 Carrera

Running Length 90 mins

Test Tracks:

Low Friction
Kick Plate

Objectives

To develop an understanding of what happens when a Carrera reaches the limits of the tyre's adhesion and safely explore how to correct both understeer (loss of front end grip) and oversteer (the rear tyres breaking away).

Course Content

You will explore the principles of car control, using the latest 911 Carrera on our special low friction surfaces. Your Driving Consultant will coach you on how to create and hold oversteer with and without the assistance of Porsche Stability Management.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Trackcraft

Event Cost £275

One-to-one Tuition Yes

Event Car 911 Carrera

Running Length 90 mins

Test Tracks:

Handling Circuit

Objectives

To develop and hone general track driving skills, highlighting the difference with road driving.

Course Content

Using our Handling Circuit, you will learn the correct racing lines and bend preparation. You will also be able to appreciate general vehicle dynamics with higher G-forces. Where possible, you will explore left-foot braking and the heel-toe technique. You will be personally coached by one of the Porsche Driving Consultants, all of whom have racing experience.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



GT Course

Event Cost £400

One-to-one Tuition Yes

Event Cars GT2 & GT3

Running Length 90 mins

Test Tracks:

Handling Circuit

Kick Plate

Objectives

To understand and explore the track-derived nature of both the normally aspirated GT3 and its turbo-charged bigger brother, the GT2.

Course Content

Driving the latest Porsche GT3 and GT2 models, you will develop general trackcraft whilst exploring the focused and uncompromising nature of these GT cars. Finish your experience with an exhilarating high-speed passenger lap in the latest Porsche GT2.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Experiences

Winter Preparation

Event Cost £275

One-to-one Tuition Yes

Event Car Cayman

Running Length 90 mins

Test Tracks:

Ice Hill

Kick Plate

When we drive we must expect the unexpected. The purpose built Porsche track can mimic wintry conditions at any time of the year, creating an environment where black ice and treacherous hazards are simulated in relative safety.

Course Content

Develop your reactions and techniques to deal with these potentially dangerous situations. The unique Kick Plate will force you into a dramatic spin, developing your instincts and appreciation of the amount of correction required. Moving on to the Ice Hill, your Porsche Driving Consultant will help you build the required amount of finesse and awareness when driving on ice.

This would be an excellent learning experience in advance of joining the Porsche Travel Club trip to Camp4 in Finland.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Experiences

Night Driving

Event Cost £275

One-to-one Tuition Yes

Event Car Cayman

Running Length 90 mins

Test Tracks:

Handling Circuit

Ice Hill

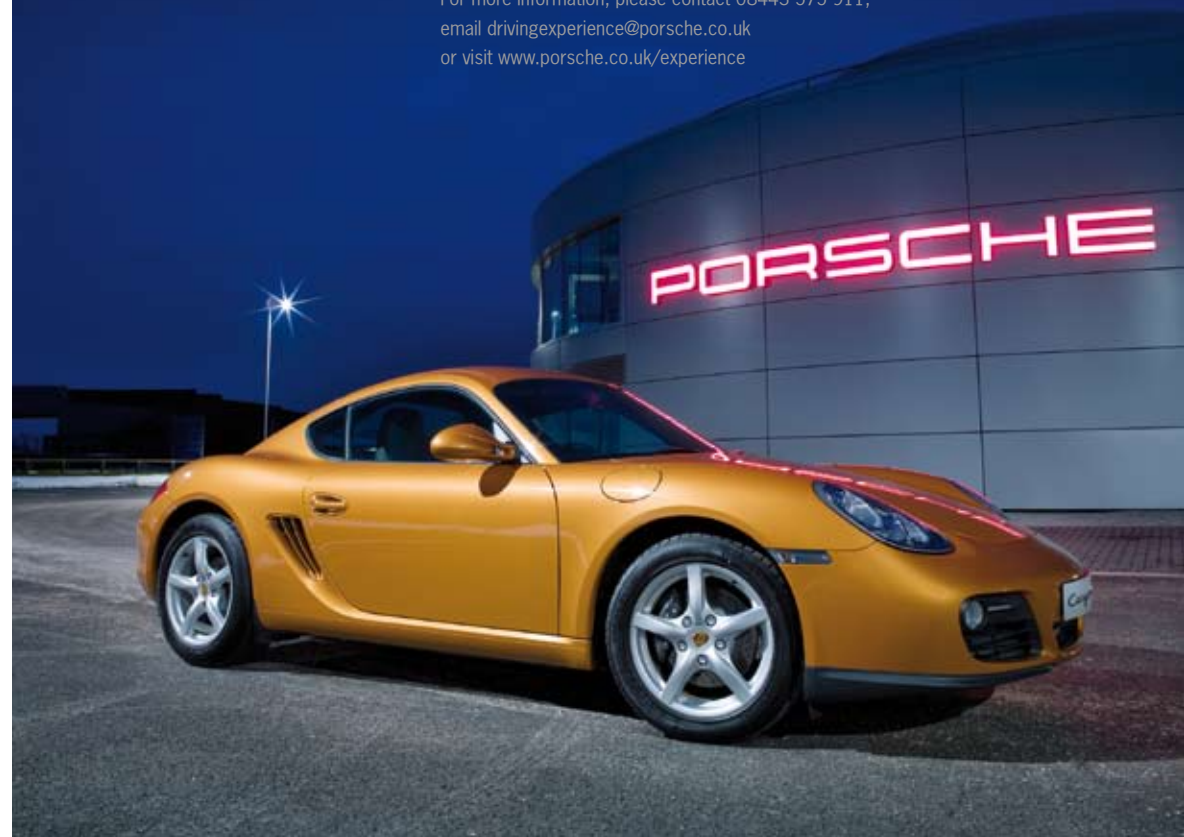
Kick Plate

Most of us are aware that driving at night is more demanding and stressful than driving in the daytime. Let your Porsche Driving Consultant guide you in making logical compensations for this, to improve safety and general car control when driving at night.

Course Content

Using three of our circuits, you will explore the hazards of driving at night on this unique course. You will have the opportunity to learn different skills with a particular emphasis on limit point analysis – matching speed with vision. This should improve your enjoyment of night time driving.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Cayenne On and Off-Road

Event Cost £275

One-to-one Tuition Yes

Event Car Cayenne GTS &
Cayenne S

Running Length 90 mins

Test Tracks:

Handling Circuit
Kick Plate
Off-Road

Objectives

Witness at first hand the functionality and duality of the Cayenne by driving on the Porsche Test Track in a Cayenne GTS and on the extreme terrain course in the Cayenne S.

Course Content

Drive a Cayenne GTS on our circuits, exploring the sports car character in depth. Then use our off-road course to fully exploit the abilities and technology of Cayenne off-road. This Porsche designed terrain includes steep ascents, deep water and side tilts, putting both the Cayenne and the driver to the test.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Drive Panamera

Event Cost £275

One-to-one Tuition Yes

Event Car Panamera

Running Length 90 mins

Test Tracks:

Handling Circuit
Ice Hill
Kick Plate

Objectives

To explore the impressive capabilities of a car that seamlessly combines sporting performance with luxurious comfort.

Course Content

Using the Porsche Handling Circuit you will explore the dynamic nature of the Panamera while understanding car preparation and weight transfer when cornering up to the grip threshold. Using our Kick Plate and Ice Hill you will be able to explore the car beyond the limits of tyre adhesion.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



OverviewExperiences

Driving Experiences at the Porsche Experience Centre, Silverstone.

	Carrera & Carrera 4	Car Control	Trackcraft	GT Course	Winter Driving	Night Driving	Off-Road	Panamera
Cost	£275	£275	£275	£400	£275	£275	£275	£275
One-to-one-tuition	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Car(s)	911 Carrera & 911 Carrera 4	911 Carrera	911 Carrera	GT2 & GT3	Cayman	Cayman	Cayenne GTS & Cayenne S	Panamera
Duration	90 mins	90 mins	90 mins	90 mins	90 mins	90 mins	90 mins	90 mins
Handling Circuit	Yes	-	Yes	Yes	-	Yes	Yes	Yes
Low Friction	Yes	Yes	-	-	-	-	-	-
Ice Hill	Yes	-	-	-	Yes	Yes	-	Yes
Kick Plate	-	Yes	-	Yes	Yes	Yes	Yes	Yes
Off-Road	-	-	-	-	-	-	Yes	-
Please note lunch is not included with these courses but can be pre-booked.								



International

Porsche Sport Driving School

The Porsche Sport Driving School is now based in more than 10 different locations across Europe, America, Asia and Oceania.

All of our training is internationally standardised and enables safety conscious drivers to take their skills to another level. Choose from a number of courses around the globe at famous international circuits such as Hockenheimring, Nürburgring, Imola, Fuji International Speedway and Magny-Cours. Our facility at Silverstone is one of the venues you can choose.

Whichever venue you opt for, you can rest assured that your course will always include the same training content and the guidance of our highly trained Driving Consultants. For more information please visit www.porsche.com


Porsche Sport Driving School USA

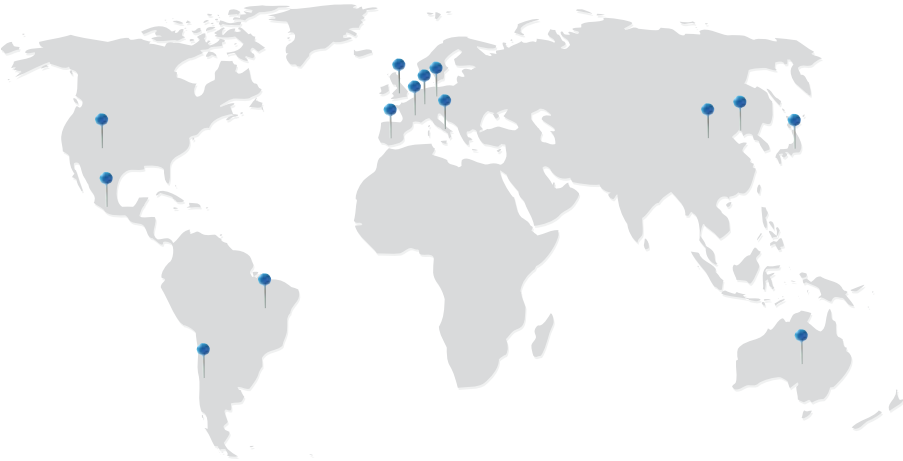

Porsche Sport Driving School Great Britain


Porsche Sport Driving School Suisse


Porsche Sport Driving School Deutschland


Porsche Sport Driving School China


Porsche Sport Driving School Hong Kong




Porsche Sport Driving School Latin America

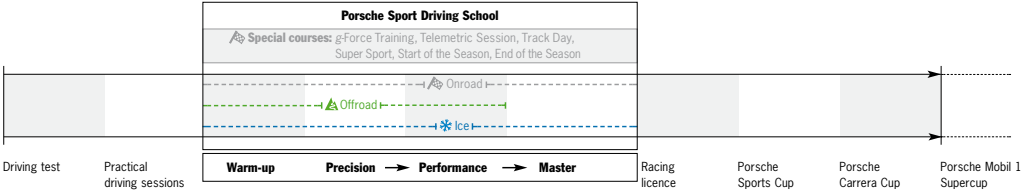

Porsche Sport Driving School España


Porsche Sport Driving School France


Porsche Sport Driving School Italia


Porsche Sport Driving School Japan


Porsche Sport Driving School Australia



We help you to achieve more than you ever thought possible. Once you've got the introductory Porsche training course, the so-called Warm-Up, under your belt, you're ready to hone your skills in the more advanced courses offered by the Porsche Sport Driving School.

As illustrated above, the training levels give you the option of Onroad, Offroad or Ice training, enabling you to test your driving skills under different track conditions.



Warm-Up Courses

In the Warm-Up training, you practise how to respond correctly to critical scenarios as they may occur in everyday road traffic. Our Porsche Driving Consultants give you tips on how to identify potential hazards in advance and thus deal with them more efficiently – or, better still avoid them completely.

For instance, before you even switch on the engine, you learn to find your ideal seat and steering wheel position. You will also practise emergency stops, taking evasive action and correct vision control. Another section is devoted to the various electronic driving aids found in most modern cars, Porsche Driving Consultants explain how they work and how to use them correctly.

They will also familiarise you with the basic laws of physics relating to driving and vehicle handling. Experience for yourself the difference between oversteer and understeer and how you can retain control in each situation and bring your vehicle back on track. You will learn how to skilfully react to load changes with precise corrections to the steering. On the Test Tracks, your Porsche Driving Consultant will demonstrate the optimum way to approach and tackle bends in normal road traffic as well as the ideal cornering technique.



Training is not against the clock with a view to setting lap records. Instead it offers a safe environment for simulating situations you may face in everyday traffic.

Of course, the fun side of driving is not forgotten either.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience

- Required level: none
- Price: £395
- Lunch included
- Vehicle hire available
- Next level up: Precision

Courses

Precision

Precision, our one-day course for first-time participants.

Our one-day Precision training is the ideal opportunity to explore the full potential of your vehicle.

This is why, in addition to an individual driving style assessment, the course also includes detailed and thorough coverage of the basics, similar to the Warm-Up training. However, in comparison to the Warm-Up course, the programme includes an unforgettable module where drivers can complete full laps of the Silverstone circuit.

The training focuses on how to handle the vehicle and respond correctly in hazardous situations. Under expert coaching, you will learn how to approach and tackle bends accurately. At the same time, attention is paid to the potential dangers of everyday road traffic.

Other particularly important factors include learning to estimate speed and being able to react quickly. You will practise taking evasive action and experience the effect that slight differences in speed can have on the intensity of load changes. With your Porsche Driving Instructor on hand, you will gradually simulate driving conditions in which the vehicle threatens to oversteer. You will also practise how to maintain control in even the most demanding situations.



In the afternoon, you will have the opportunity to experience the thrills of Silverstone Circuit first hand, with plenty of time for practising the basic requirements for safely negotiating a bend – accurate steering, skilful braking and careful acceleration.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience

- **Required level:** none
- **Price:** £940
- **Lunch included**
- **Vehicle hire available**
- **Next level up:** Performance

Courses

Performance

Performance, our two-day course for advanced participants.

If Precision has given you renewed driving ambitions, it's time to discover the next stage in Performance. This course is for advanced participants who have already completed the Precision level.

Lasting for two days, this driving safety course mainly concentrates on further improving your vehicle control.

Participants should possess certain basic knowledge, such as how to find the most suitable seat position, develop optimum vision control and respond correctly when the vehicle threatens to oversteer. In addition to an in-depth theory session, the first day includes a chance to familiarise yourself with the respective sequence of bends. The choice of sections that focus on specific driving skills, in particular following the racing line and the resulting load-changing reactions, is aimed at further improving your command of the vehicle.

Effective braking when entering a corner and avoiding unnecessary steering inputs are primarily a question of practice. This is why you spend as much time as possible behind the wheel. One of the main on-road training modules is lapping, which is given further attention during this course.



Here, you have an opportunity to put your knowledge and skills to the test over the entire Silverstone Circuit, while the Porsche Driving Consultant monitors your driving before assessing your progress. However, the emphasis is on improving your driving skills, rather than driving at high speed.

You must have completed a Performance training course before you can take part in the Master course.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience

- **Required level: Precision**
- **Price: Available on request**
- **Lunch included**
- **Next level up: Master**

Master

Master, our two-day course for advanced participants.

At Porsche, we are constantly redefining the limits of what's possible.

Now it's your turn: after you have completed the Performance training, the challenges of the Master course await you.

The course builds on what has already been learned in the Performance course. But it is primarily devoted to motorsport-oriented aspects. The driving programme includes identifying the racing line on Silverstone Circuit, precision braking and controlled acceleration out of a bend. When driving laps, you should be able to find the optimum racing line over the entire course. Special attention is also given to safe overtaking manoeuvres and general trackcraft. Your Porsche Driving Consultant will be next to you at all times and at the end to discuss your performance on the track.

The theory lessons cover aspects such as circuit etiquette, flags and correct clothing in high performance driving. It's not only your vehicle that has to last the full distance, and with this in mind you too will receive expert advice on balanced nutrition and fitness training.



As a further highlight, a guest instructor from the world of motorsport is on hand, not only to reveal some of the tricks of the trade, but also to take participants for a demonstration lap. All this will give you an introduction to the high art of skilled motoring and an opportunity to exchange experiences with the professionals. To maximise learning, your performance on the Test Track will be recorded on video and analysed afterwards with your Porsche Driving Consultant.

After successfully completing the Master training, you are then ready to turn your sights towards motorsport.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience

- **Required level: Performance**
- **Price: Available on request**
- **Lunch included**

Overview of Training Content: Theory and Practice

🚩 Onroad	Warm-up	Precision	Performance	Master
Training Content: Theory				
Correct seat position	🚩	🚩	•	•
Correct steering	🚩	🚩	•	•
Effects of laws of physics on vehicle	🚩	🚩	•	•
External influences	🚩	🚩	🚩	🚩
Eco-friendly driving	🚩	🚩		
Safety regulations and race etiquette		🚩	🚩	🚩
Use of technology when lapping		🚩	🚩	🚩
Ideal line			🚩	🚩
Advanced effects of laws of physics on vehicle			🚩	🚩
Motorsport clothing				🚩
Motorsport guidelines				🚩
Video analysis				🚩

- 🚩 Onroad
- is a prerequisite

🚩 Onroad	Warm-up	Precision	Performance	Master
Training Content: Practice				
Vision skills	🚩	🚩	🚩	🚩
Effective braking	🚩	🚩	•	•
Correct steering	🚩	🚩	🚩	🚩
Correct understeer and oversteer	🚩	🚩	•	•
Slalom	🚩	🚩		
Load-changing practice (circuit laps/handling)		🚩	•	•
Carefully accelerating out of a bend		🚩	🚩	🚩
Driving style assessment		🚩	🚩	🚩
Lapping		🚩		
Finding and following the racing line			🚩	🚩
Advanced lapping			🚩	🚩
Stabilising braking			🚩	🚩
Advanced load-changing practice (circuit laps/handling)			🚩	🚩
Practising standing and flying starts				🚩
Heel-and-toeing				🚩

Eco-friendly Driving

Protecting the environment in the most direct and efficient way.

Alongside driving dynamics, safety and quality, one of the key objectives in our vehicle development process is environmental compatibility. At Porsche, the responsible use of raw materials has always been high on our list of specifications for each and every model.

It is also a critical factor in terms of ensuring that our cars continue to secure racing victories. Today, companies have to be able to manage their resources properly in order to achieve long-term success. Porsche engineers are continually developing the lightweight construction, reducing fuel consumption by making engines more efficient and, at the same time, meeting strict emissions standards.

Innovative technologies such as hybrid drives and biofuel compatibility are an integral part of our development objectives today and are being incorporated to a standard you'd expect from Porsche. The training courses offered by the Porsche Experience Centre teach you how to use these environmentally friendly technologies properly, without detracting from the overall driving experience.

Vision and knowledge of the available options play as important a role in this respect as they do in terms of driving safety. Drive with foresight and avoid unnecessary acceleration phases and subsequent braking manoeuvres. Also avoid short spurts of acceleration, maintaining a consistent speed throughout your journey to reduce fuel consumption.



Learn how to use the technological innovations on your vehicle such as Porsche VarioCam Plus or direct fuel injection properly for the benefit of the environment – while still enjoying the performance of your Porsche to the full.

Discover how to achieve the best engine efficiency by selecting the correct engine speed and pedal position. The optimum flexibility of Porsche engines enables you to accelerate in high gear and to use high gears even when you are driving at constant or low speeds. This significantly reduces the revs per minute and fuel consumption. We therefore advise you to take advantage of the engine's braking power by downshifting when braking. The deceleration fuel cut-off on your Porsche engine will then reduce the fuel supply to zero. This enables you to drive in a more foresighted and efficient way.

You'll learn these and many more tips at the Porsche Experience Centre, and our courses will also show you how to put these into practice for a safer, more exhilarating and eco-friendly driving experience.

Training

Porsche Travel Club

We prepare you to expect the unexpected.

Porsche Travel Club has put together a range of outstanding driver training courses for maximum enjoyment – on road, off road and on ice.

Camp4

You can visit Camp4 and improve your driving skills at the Arctic Circle in Finland, namely at the Arctic Driving Center or the Mellatracks Proving Ground. Take to the wheel of a 911 Carrera or Cayenne and hone your car control skills on ice and snow. Experience all types of potentially hazardous conditions including a black-ice slalom, off-road circuit and skid pad with the benefit of expert guidance from Porsche instructors.

Camp4S

Once you have mastered the challenges at Camp4, you can go on to test your limits at Camp4S. On these courses, the training sections are even more demanding. Camp4S includes a quick recap of the basics, as well as detailed theory sessions and driving at higher speeds. Briefings are held on two evenings in preparation for the next day's driving.



Desert Camp Dubai

For a complete contrast, you can put the Cayenne through its paces in the desert of Dubai, a city known for its striking skyline, magnificent boulevards, shopping centres and marinas.

At Desert Camp Dubai, you will receive a brief introduction to desert driving on the sand dunes near Al Madam. After a practice session, follow an experienced guide on a desert safari through the seemingly endless dunes. Discover all the charms of the Emirates and the adventure of the desert in the Cayenne. Both await you with all their fascination.

For more information, please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience

- **Required level:** None
- **Price:** Available on request

Human Performance

Wellness

Wellness means feeling vibrant and having energy. It ensures you can work effectively, think clearly and enjoy your leisure pursuits, including driving, to the fullest.

Wellness is achieved when the major factors making up your lifestyle including health, fitness, diet, hydration, sleep, stress, goals and relationships are in harmony.

At Porsche Human Performance we offer assessments and programs to help you to gain a greater understanding of your own health and lifestyle so that you can experience wellness for yourself.

These programs start with a simple 15 minute wellness check and many do not require any high levels of physical exertion to complete. The programmes on offer include:

Wellness Check – £49

Wellness Assessment – £195

Exercise Assessment – £95

(purchased in conjunction with a Wellness Assessment)

Nutritional Assessment – £95

(purchased in conjunction with a Wellness Assessment)

For further details and bookings contact the Porsche Human Performance team on php@porsche.co.uk or 01327 855074



Performance

The expert team at Porsche Human Performance have experience working with elite athletes and drivers at the highest level in world motor sport. Qualified in sport, exercise science, coaching and strength training they can deliver both assessments and training programs to the most exacting standards for competitors at all levels.

Assessments include comprehensive testing protocols for the evaluation of:

Motor racing drivers
Endurance athletes
Team sportsmen and women



Online and one to one training services are also available to optimise a driver or athlete's training schedule throughout the year.

Other specialist services at our state of the art facility include:

- A heat chamber for acclimation testing and training prior to competition in hot environments
- ECG stress testing for MSA licence applications
- Reaction, response and eye sight testing

There are also limited memberships available to the Porsche Human Performance Drivers Club enabling racing drivers to access seminars and training days throughout the year in order to improve their knowledge and skill base of training for peak performance.

For further details and bookings contact the Porsche Human Performance team on php@porsche.co.uk or 01327 855074

Academy

Driving Skills Academy

Developed and run by Porsche at the purpose built Experience Centre at Silverstone, the Driving Skills Academy offers the opportunity to gain a better understanding of your personal driving ability as well as the handling characteristics of your own vehicle.

The academy is designed to be a centre of excellence for driver development and the unique Porsche tracks allow drivers to recreate challenging scenarios in a safe and controlled environment.



The Ultimate Learning Curve

The course is taken in your own vehicle, which doesn't have to be a Porsche, providing it is road legal.

The day is broken down into four modules, Practical, Theory, Human Performance and Assessment:

- Practical - Understand the handling characteristics of your car on the unique low friction surfaces (1 hr)
- Theory - The principles of advanced driving techniques by a leading driving expert (1 hr)
- Human Performance - Test your reaction speed and vision in our state-of-the-art laboratory (30 mins)
- Assessment - Drive the latest 911 Carrera around the Porsche Handling Circuit (30 mins)



Price: £165 per person*

Duration: Half Day
Lunch (optional): £18.50
Passenger Guests: £30*
*includes light refreshments

For more information,
please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience

Car

Vehicle Hire

Vehicle Hire

Vehicle Hire is included with all Porsche Driving Experience. Subject to availability, participants can choose to hire a car from the dedicated Porsche Driving Experience fleet for the Porsche Sport Driving School courses.

All current Porsche models can be made available. Whether you already own a Porsche and want to try out a new model or want to drive a Porsche for the first time.

Hiring a vehicle ensures that you get the most out of your experience as we handle the small details such as ideal tyre pressure and fuel in the tank. Comprehensive insurance is included in the vehicle hire charge.

* Includes third-party and comprehensive insurance (subject to a £500 excess) fuelling, lubricants, tyres and all mileage covered. Use of vehicles is restricted to the training area.

Prices from: *

Boxster £155 per half day
Cayman £180 per half day
Cayenne £200 per half day
Carrera £200 per half day
Panamera £200 per half day
(subject to availability)

For more information,
please contact 08443 575 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Meetings and Events

Would you like to offer your employees or customers something special as part of a company conference, presentation, training course or seminar? Are you looking for the ideal way to show your appreciation to an outstanding member of staff or to help develop a business relationship that is particularly important to you?

The contemporary style, state-of-the-art Centre offers excellent facilities to suit many differing needs. Whether it's a board meeting, conference, driver training or a team building activity day, the Porsche Experience Centre delivers an exciting proposition.

The Porsche Experience Centre has a variety of experiences and facilities for you to choose from. We will always do our utmost to create a package that suits your individual requirements.

For more information, please contact 08443 572 911,
email drivingexperience@porsche.co.uk
or visit www.porsche.co.uk/experience



Our wide range of facilities enable us to cater for all types of meetings and events from 2 to 200 people:

- Exclusive use
- Product launches
- Staff training
- Conferences and board meetings
- Celebrations
- Wellness assessments
- Driver safety training

Recognising that companies are under increasing pressure to create healthy, energetic business teams our sports scientists in the Human Performance Centre can design full/half day sessions or workshops to include:

- Blood pressure, glucose and cholesterol testing
- Body composition analysis
- Nutrition and lifestyle reviews



917 Conference Room



Meeting Room



Porsche Cinema



Cuisine Porsche Restaurant

On the first floor, overlooking the Test Track, you can have breakfast, morning coffee, lunch or afternoon tea in our Porsche Restaurant offering simply mouth watering cuisine and views. You get a 360 degree view at all things Porsche to give you a real taste of things to come.

Must be pre-booked
Three courses
£18.50 per person

Our classically trained chef regularly updates menus and sources fresh food locally. Standard event lunch menus comprise three perfectly sized courses with a choice of three dishes per course.

The menu is changed on a daily basis, sourcing as much local produce as is practicable and of course all food is fresh. Locally sourced suppliers provide many of our food requirements daily, minimising food miles.



We have standard menus available on request, or our chef can draw up something special for you if you'd prefer. Below is a sample from one of our standard menu selections:



Starters

Green pea soup with sour cream and sautéed chorizo

Seared scallops on curried celeriac with chive salad

Plum tomato basil and goats cheese tart with baby herb salad

Mains

Roasted quail with garlic and scallion mash potato and wilted greens

Roasted fillet of Turbot on samphire and tomato berries with a lemon dressing

Cheddar and red onion soufflé with purple sprouting broccoli and spaghetti squash

Desserts

Steamed chocolate and vanilla pudding

Whisky, banana and chestnut trifle

Trio of parfait with caramel foam

Bookings

Porsche Driving Experience

For further information or to book please contact Porsche Driving Experience on **08443 575 911**, Porsche Meetings and Events on **08443 572 911**, email **drivingexperience@porsche.co.uk** or visit us online at **www.porsche.co.uk/experience**

Participants must hold a valid, full driving licence and must be between 21 and 70 years of age. If you have any convictions on your license please mention at the time of booking as restrictions may apply. Please request vehicle availability and hire charges when booking.



Partners

Michelin

Porsche and Michelin look back on a long-standing and extraordinarily successful partnership. Through its pioneering developments in the field of high-performance tyres, Michelin is contributing to Porsche being able to meet its customer requirements. Every Porsche is guaranteed to have superb handling characteristics. This is due in no small part to the fact that specific tyres are manufactured for each individual model. The main link between the car and the road, the tyre is designed at an early stage in the vehicle development process. Michelin currently supplies racing tyres for the 911 GT3 Cup cars competing in the Porsche Mobil 1 Supercup and the international Porsche Carrera Cup series, the 911 GT3 RSR racing in the ALMS and the FIA GT championships, as well as the Porsche sports cars used in the Porsche Sports Cup. Porsche trusts in the quality of Michelin tyres, both on the road and track.

Mobil 1

Porsche and Mobil 1 stand for innovative developments, high quality engineering and advanced technology. The partnership formed between both companies in 1996 was therefore no coincidence, but a logical consequence. It has culminated in a number of impressive wins on the racetrack, demonstrating the performance and protection that fully synthetic Mobil 1 lubricants provide. For Mobil 1, the racetrack is an ideal environment for developing and testing its new technologies. All the 911 GT3 Cup cars competing in the Porsche Mobil 1 Supercup and the international Porsche Carrera Cup series, as well as the Porsche RS Spyder, use the very latest Mobil 1 SuperSyn anti-wear system technology. Furthermore, every single Porsche is filled with Mobil 1.

