

Porsche launches Rennsport Reunion 7 Mobile App

The App provides guests with an interactive experience during Rennsport Reunion 7

Atlanta. With just over a week to go before more than 80,000 fans gather for the largest Porsche gathering in the world, Porsche Cars North America (PCNA) is announcing the launch of a useful companion to the event – the Rennsport Reunion 7 App. The innovative mobile application is designed to keep participants up-to-date on announcements and events and to allow visitors to Rennsport to create their own tailored schedule.

“We have so many wonderful activities and surprises planned for our guests at Rennsport Reunion 7 that seeing them all takes careful planning,” said Ayesha Coker, Vice President of Marketing at PCNA. This app will help them create a personalized experience and learn more about the Porsche people and cars they are seeing.”

With the App, users can easily explore the paddock with an interactive map, view the racing schedule, and find places to eat and things to do off the track. Users can also learn more about the iconic cars and people of Porsche. There are also camera frames for social media and a scavenger hunt sponsored by Mobil 1™ with prizes to be won.

Download the Rennsport Reunion mobile app on the [Google Play](#) or [Apple App](#) store.

Rennsport Reunion 7 will be held at the legendary WeatherTech Raceway Laguna Seca from September 28 – October 1, 2023. For tickets and information, please 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. 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 197 independently owned and operated Porsche centers, two Porsche studios and three 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.

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