



PORSCHE



Porsche Driving Experience

Great Britain



PORSCHE

DRIVING
EXPERIENCE
GREAT BRITAIN

Contents

About	04	Porsche Human Performance	48
Overview	06	Porsche Restaurant	52
Location	09	Corporate & Group Events	55
Porsche Driving Consultants	11	Porsche Hospitality	56
The Porsche Tracks	14	Porsche Travel Club	58
YouDrive@Porsche	29	Driver's Selection	61
Porsche Driving Experiences	33	Partners	62
Porsche Sport Driving School	44	How to book	63

About

“In the beginning I looked around and could not quite find the car I dreamed of. So I decided to build it myself.” - **Ferdinand Porsche.**

We have applied exactly the same principle to our Experience Centre to create an environment that allows the safe exploration of the car and driver's potential. Demanding, rewarding, challenging and inspiring, it is a unique facility where you can start to understand the potential and interpret the technology that underpins Porsche.

Porsche Sport Driving School began in 1974 following the launch of the 930 Turbo. The programme has now grown to provide a range of courses, all developed to help you enjoy and understand the full range of Porsche cars.



Overview

Opened in 2008, The Porsche Experience Centre is a world class driver development facility where clients receive coaching from some of the country's highest qualified and experienced Driving Consultants. But don't let that intimidate you. All our courses are designed with you in mind, to build skills and confidence in equal measure. A six year development programme has achieved a Test Track facility that truly replicates real life driving experiences in a safe, yet realistic environment.

What's this?

See page 64 for instructions ►





Location

Situated at Silverstone Circuit, the home of British motorsport, on the site of the 1999 WRC Rally of Great Britain special stage, the centre overlooks Hangar Straight on the Grand Prix circuit. A purpose built centre dedicated to driver excellence. The main building includes a display atrium, a superb restaurant with panoramic views of The Porsche Tracks, an innovative Human Performance Centre and state-of-the-art meeting and conference facilities.

The proximity of the Grand Prix circuit allows a seamless progression from B road handling circuit to race track, where Porsche's underpinning sports car focus is clearly demonstrated and is equally at home in both environments.





Porsche Driving Consultants

'Expert' is an overused term when describing Driving Consultants. Our drivers are amongst the highest qualified and experienced in the country, if not the world. However their professionalism, knowledge, and skill are not the sole reason why they are the best. It's also their passion for passing on their skills to you. And they're nice

people too; important because you'll be spending your whole course with them as we believe 'one to one' is the best way to learn. With a dedicated Porsche Driving Consultant your enjoyment and understanding is enhanced whether in the car or over lunch.



Low Friction

Handling Circuit

Ice Hill




Kick Plate

Off Road

The Porsche Tracks

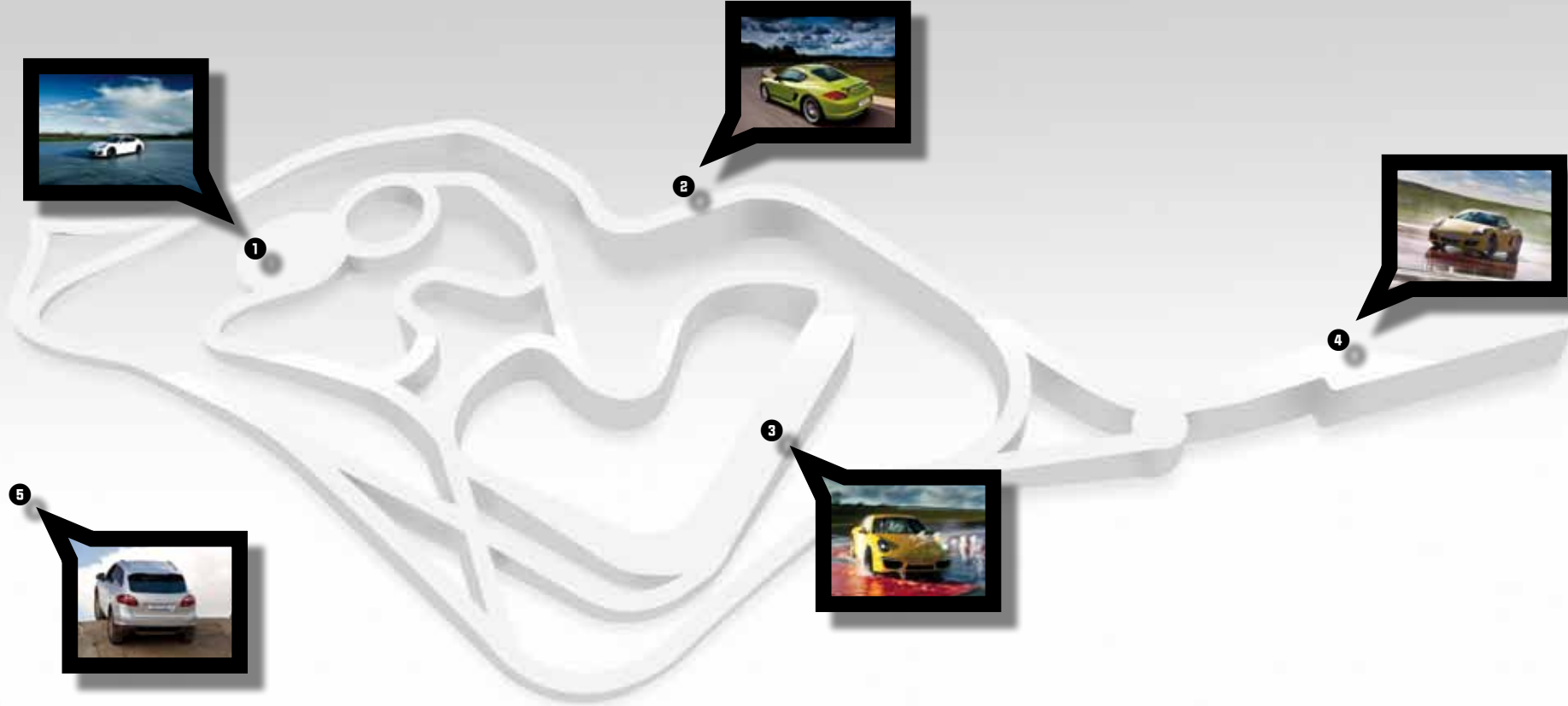
The Porsche Tracks

A complex and interesting layout of corners and cambers using the natural topography of the land. We have created a series of tracks to challenge both car and driver that rewards good technique and skill. Using the latest technology and specially constructed surfaces we are able to replicate wet, ice and snow conditions.

1 Low Friction	
2 Handling Circuit	
3 Ice Hill	

Split into four defined areas, each allows a different aspect of road craft to be analysed, understood and mastered. With a self imposed maximum of 16 cars on track at any one time, this means you get the maximum time and space to explore the capabilities of track, car and driver without hindrance.

4 Kick Plate	
5 Off Road	



Handling Circuit

The Handling Circuit has been designed not as a race track but as a challenging country road, the natural environment of Porsche. Using the contours of the land we have created a flowing series of corners and undulations that all offer very different challenges for both car and driver.

You will learn the correct lines, braking points and how to safely extract the maximum enjoyment from your driving experience.



Ice Hill

A 7% slope, computer-controlled water jets and a low friction surface. A combination which provides a unique and challenging scenario to test even the most experienced of drivers. But as you begin to appreciate the handling characteristics of the car, it's a challenge you'll find addictive.





Low Friction

A combination of close proximity bends made of a highly polished limestone create an ideal environment to provoke, correct and hold oversteer all at speeds which enable you to build an understanding of car dynamics.





Kick Plate

A computer-controlled hydraulic plate set flush to the road surface is designed to induce loss of rear wheel traction, putting the car into a skid or spin. You will be taught the correct technique to 'catch' the slide and bring the car under control (but maybe not the first time).





Off-Road

This area is designed to show how the technical systems on the Porsche Cayenne work in off-road conditions. With 45% declines and ascents, rough terrain and unfeasible side slopes that challenge even the most focused 4x4s, the Cayenne is more than capable of conquering the toughest obstacles.





YouDrive@Porsche

Porsche Driving Experience

Porsche Sport Driving School

Driving Experiences



YouDrive@Porsche

With YouDrive@Porsche you take your own car to the safe environment of The Porsche Tracks for a fun, action packed session. The experience was created in response to a large number of requests from customers who, after experiencing The Porsche Tracks asked if they were available to a wider audience, particularly family members.

YouDrive@Porsche provides a unique opportunity for people who don't drive a Porsche to enjoy all of the things on offer at the Porsche Experience Centre.

Half day

Your vehicle & Porsche 911

Saturdays throughout the year



Human Performance session

Theory session

Experience Cost: £165



YouDrive@Porsche

Expert tuition

An interactive session with TV presenter, Vicki Butler- Henderson, and our chief Porsche Driving Consultant, will help you transfer the skills you have just learned to your everyday driving.

Finish your day by driving the latest Porsche 911 Carrera around the Porsche Handling Circuit. A Porsche Driving Consultant will sit alongside you to help you get the most out of the car.



YouDrive@Porsche

Porsche Human Performance

Whatever car you drive, you are in control and it's what you do that makes the difference. The team at the Human Performance Centre will test your reaction speed and vision in their state-of-the art laboratory, sharing their knowledge on how to maximise concentration, comfort and co-ordination, the cornerstones of better driving.





Porsche Driving Experiences

All courses are tailored to your specific needs, whether you're looking to attain new skills, hone some from your previous experiences or are just out to have a really great time driving a Porsche from the current model line-up.

You can concentrate on a particular aspect of car control from understanding and correcting oversteer, to track-craft that ranges from correct racing lines to left foot braking.



Porsche Driving Experiences

The fundamental principle of all our Driving Experiences is of course safety and we aim to make you a better and safer driver able to cope with real life hazards and situations on the road.

All Porsche Driving Experiences are undertaken in one (or more) of our meticulously prepared vehicles and our 90 minute courses can be made bespoke to your requirements.




90 mins driving		One-to-one tuition	
Choice of Porsche		Experience Cost: £275	



Evolution 911



Experience the evolution of an icon. Drive a classic 911 and travel back to a historic era of sports car performance, then fast forward to the cutting edge technology which defines the 911 today.

Evolution 911 is a 90 minute driving experience during which, accompanied by a Porsche Driving Consultant, you can trace the evolution of a legend

90 mins driving	
Porsche 911 Carrera (G Series)	
Porsche 911 Carrera (993)	

and understand the impact of Porsche engineering over thirty years. Where better than on the bespoke Porsche Tracks at Silverstone?

Your experience will include 30 minutes in three different 911's, starting in the 1980's and finishing in the current generation.



Porsche 911 Carrera S (991)	
One-to-one tuition	

Experience Cost: £325





GT Course

The GT course allows you to understand and explore the track-derived nature of both the normally-aspirated GT3 and its turbo-charged bigger brother, the GT2.

90 mins driving	
Porsche 911 GT2	

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 90 minute experience with an exhilarating high-speed passenger lap in the latest Porsche GT2.




Porsche 911 GT3	
One-to-one Tuition	

Experience Cost: £400



Evolution RS

Porsche “RS” models would not exist without the race track. This experience will illustrate the raw, focussed character of the 911 GT3 RS through its evolution.

90 mins driving	
Porsche 911 GT3 RS Gen1	
Porsche 911 GT3 RS Gen2	

Driving a 911 GT3 RS 3.6, followed by a 911 GT3 RS 3.8 and ultimately the truly iconic 911 GT3 RS 4.0 you will appreciate how this legend has evolved whilst retaining its race bred nature.

Porsche 911 GT3 RS 4.0	
One-to-one Tuition	

Experience Cost: £500





Ultimate GT Course

The 911 GT2 and GT2 RS are the most powerful 911 variants ever produced.

Driving both the GT2 and GT2 RS you will experience the awe inspiring performance of a twin turbo 911 GT.

To introduce you to the power and character of a genuine supercar, your experience will commence in the 911 GT2. Then you will drive the most extreme variant of 911 – the GT2 RS – shattering performance combined with genuine “RS DNA”.

90 mins driving		Porsche 911 GT2 RS	
Porsche 911 GT2		One-to-one Tuition	

Experience Cost: £550

Porsche Sport Driving School

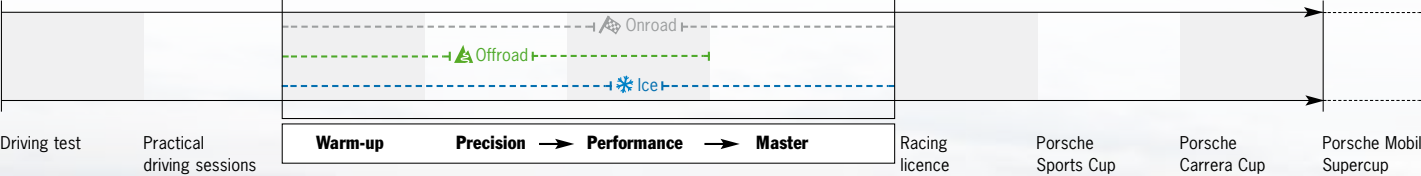
The Porsche Sport Driving School is now based in more than 10 different locations – across Europe, America, Asia and Oceania.

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 from.

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.





Porsche Sport Driving School

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. These courses are designed to be taken in your own Porsche however participants can choose to hire a car from our dedicated fleet.

- **Warm-Up** from £395
Half day on The Porsche Tracks
- **Precision** from £940
Full day including Silverstone Circuit
- **Performance** from £1,645
Two days including Silverstone Circuit
- **Master** - £POA
A bespoke training programme

From 3 hours driving		Porsche Human Performance	
Your Porsche or ours		One-to-one Tuition	

Experience Cost: From £395

Porsche Human Performance

Porsche Human Performance recognises that the most important component of any vehicle is the driver.

Our services are delivered by experts with a rare combination of academic qualifications in exercise science and coaching, experience working at the highest level in motorsport and competitive backgrounds as elite athletes.

We are located at the Porsche Driving Experience Centre, Silverstone. The facility includes a sports science laboratory, equipped with state-of-the-art technology from Technogym. A heat chamber is available for specialist acclimation training for athletes and drivers prior to competing in hot climates.

Porsche Human Performance is proud to be the fitness assessment provider for the BRDC Super Stars programme and to work closely with the MSA and Racing Steps Foundation to develop the UK's most promising young drivers.

For further information or to book a session please contact Porsche Human Performance on **08443 577 911** or by email: **php@porsche.co.uk**
www.porsche.co.uk/humanperformance





Porsche Restaurant

Corporate and Group Events

Porsche Hospitality

Porsche Travel Club

Meetings & Events

Porsche Restaurant

Overlooking The Porsche Tracks, the relaxed atmosphere creates a calm haven in which to enjoy breakfast, morning coffee, lunch and afternoon tea. The Porsche restaurant offers exceptional cuisine created by our classically trained chef and presented by our friendly waiting staff.

Our menu is created from locally sourced fresh produce in perfectly sized courses with a choice of three dishes per course. With the menu changed weekly our restaurant mirrors exactly the Porsche way of doing things...superbly.





Corporate and Group Events

Make the Porsche Experience part of your hospitality offering to clients, employees and friends. Available for small brainstorming meetings away from office distractions, to full company conference presentations, the Porsche Experience Centre is an ideal venue in which to make an unparalleled impression.

The contemporary style of the building with state-of-the-art facilities houses a total of seven enclosed meeting spaces, including a boardroom overlooking Silverstone's Hangar Straight and an 80 seater conference room, all complimented by the exquisite restaurant. An ideal venue for an unforgettable day.

Porsche Hospitality

We can create a very special hospitality event for you based at our Porsche Experience Centre. Exclusive use of this prestigious venue and all of the available facilities including our entire on-track offering, Porsche Human Performance laboratory, conference room, many breakout rooms and restaurant allow the tailoring of a unique and very special day.

For more information on upcoming events please visit www.porsche.co.uk/experience



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. Take to the wheel of a 911 Carrera 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.

Ice Force

On a frozen lake 300km inside the Arctic Circle in northern Finland, you can develop your techniques and skills in icy conditions to master-level. Under the instruction of experienced tutors and in a safe environment, participants can explore the handling of selected Porsche models to their limits, learning how to control - and create - understeer and oversteer, with and without electronic safety aids activated. Find out how to make a Porsche dance on ice.





Driver's Selection

by Porsche Design

Clarity, excitement, precision – but you already know that from our sports cars. With an attention to detail, we have created individual accessories for creative drivers who wish to shape their own environment. Ordering items online is a quick and easy process.

A selection of the latest range is available to purchase at the Porsche Experience Centre.

www.porsche.co.uk/shop

Partners

Mobil1

All 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.

Michelin

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. Porsche trusts in the quality of Michelin tyres, both on the road and track.



How to book

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 18 and 80 years of age. If you have any convictions on your licence please mention at the time of booking as restrictions may apply. Please request vehicle availability and hire charges when booking.

Gifts

The perfect present



Treat somebody to a Porsche Driving Experience at Silverstone. Our gift experience entitles the recipient to a choice of our 90 minute driving experiences, driving either the Boxster, Cayman, 911, Panamera or Cayenne on the Porsche Tracks. Includes Porsche Gift Box with lanyard and exclusive metal keyring.

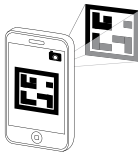
Please note the gift experience pack does not include the choice of the Evolution 911 or GT Courses. The Porsche Gift Experience is valid for twelve months.

How to use QR (Quick Response) codes

To activate the QR codes you will need an iPhone (3GS or later) or a smartphone with the Android operating system. We recommend a phone with a 2 megapixel camera or higher.



Select the respective application (QR reader) from your usual platform and upload it on to your smartphone (there are free reader apps).



Open the application on your smartphone and hold the camera exactly over a QR code on one of the pages of this brochure.



When the camera registers the QR code your smartphone will activate the link to the multimedia content.

Notes

All prices are inclusive of VAT and replace all previously published pricing information.
Errors and omissions excepted.

Porsche, Carrera, 911, Boxster, Cayenne, Cayman, Panamera, the Porsche Crest and the Porsche Marque are registered trademarks of Dr. Ing. h.c. F. Porsche AG.
© Dr. Ing. h.c. F. Porsche AG, 2011
Edition: 07/12
LGB20010486

Porsche Experience Centre
Hangar Straight, Silverstone Circuit, Towcester, NN12 8GR
Telephone: 08443 575 911
drivingexperience@porsche.co.uk
www.porsche.co.uk

Printed in England