



PORSCHE



# Porsche Experience

Great Britain



The Porsche Experience Centre is a world-class driver development facility where drivers have the opportunity to fully explore models in the Porsche range. Under the expert guidance of some of the country's most highly-qualified and experienced Porsche Driving Consultants, you can attain new skills, polish up existing ones or just enjoy an exhilarating experience on our purpose-built tracks.

# Contents

Location	4
The Porsche Tracks	6
The Porsche Experience fleet	8
The Porsche Experience	10
Gift Experience	12
Porsche Sport Driving School	14
Cayenne off-road	16
Porsche E-Performance	18
Porsche Human Performance	20
The Centre	22
Porsche Restaurant	24
Group events	26
Porsche hospitality	28
Porsche winter driving experiences	30
Porsche Experience packages	32
Terms and conditions	34



## Location

The Porsche Experience Centre is situated within Silverstone Circuit – the home of British Motorsport. On the original site of a WRC Rally of Great Britain Special Stage, the Centre overlooks Hangar Straight on the Grand Prix Circuit.

The main building includes an atrium displaying both current, historic and racing Porsche models, a superb restaurant offering panoramic views of the Porsche Tracks, state-of-the-art meeting and conferencing facilities and an innovative Human Performance Centre.

# The Porsche Tracks

The Porsche Tracks have been designed to push both car and driver to the limit and enable drivers to be guided through a variety of different situations in both wet and dry conditions, as well as simulating ice and snow driving with the use of specially constructed surfaces.

**The Straights**  
A safe and controlled environment to fully explore how a Porsche accelerates and stops. It also offers an exciting opportunity to explore various Porsche systems including Launch Control, Porsche Ceramic Composite Brakes and Lane Change Assist.

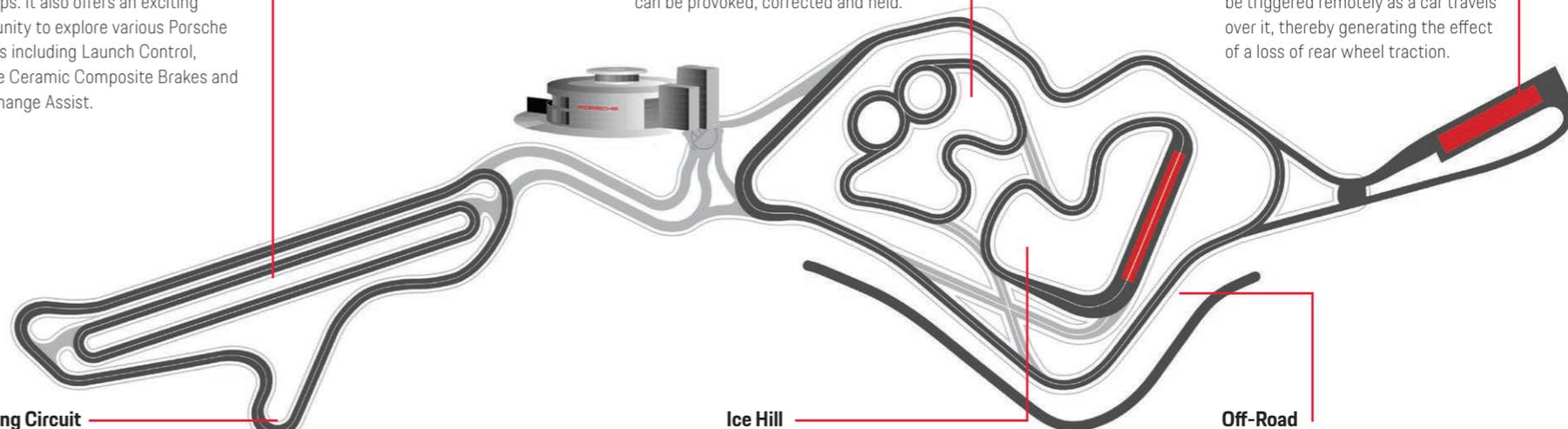
**Handling Circuit**  
Designed to replicate a challenging country road, with varying cambers and blind corners.

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

**Ice Hill**  
Simulating sheet ice with computer-controlled water jets, this area allows drivers to explore general car control and handling characteristics.

**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.

**Off-Road**  
With 45% declines and ascents, rough terrain and unfeasible side slopes designed to challenge even the most focused 4x4s.



# The Porsche Experience fleet



## 718 Boxster

Pure-bred roadster meets powerful mid-engined sports car. The 718 Boxster models are even more intuitive, powerful and intense than ever.



## 718 Cayman

Interpreting the mid-engine concept more purposefully, independently and contemporarily than ever before are the 718 Cayman models. Not just in terms of design, but also performance and handling.



## 911

Instantly recognisable and originally engineered for the racetrack, the rear-engined 911 models combine performance and everyday practicality. Form follows function and tradition meets innovation.



## Panamera

The Panamera models have pushed the contradictions to the limit. With sporty dynamics and great efficiency, impressive saloon comfort and typical Porsche design.



## Panamera Sport Turismo

Unequivocal sportiness, everyday practicality and a design that sets new standards. The Sport Turismo models demonstrate that performance and comfort are not contradictory notions.



## Macan

Compact, concentrated and powerful. Practical but never ordinary. The Macan models deliver intense driving pleasure and an intimate relationship with the road whilst boasting plenty of room for luggage, leisure and sport.



## Cayenne

Dynamic performance, five doors, variability, comfort. The Cayenne models handle the daily commute as supremely as they do the Corkscrew at Laguna Seca and enjoy the short sprints as much as the longer distances.

## The Porsche Experience

The Porsche Experience provides access to all areas of the Porsche Tracks with a minimum of 90 minutes behind the wheel in the Porsche model of your choice. All of our courses include one-to-one coaching from your own Porsche Driving Consultant and can be tailored to achieve your specific goals, delivering a truly bespoke and unique experience.



**Porsche Experiences start from £295.00**





## Gift Experience

Our Gift Experience entitles the recipient to a choice of experiences, driving a 718 Boxster or Cayman, 911, Macan, Cayenne or Panamera for 90 minutes on the Porsche Tracks. There is also the option to add a delicious 3-course lunch in the Porsche Restaurant to further enhance their experience.

The gift voucher will be sent in an exclusive Porsche presentation folder with all of the information the recipient needs to arrange a suitable date over the following 12 months.



## Porsche Sport Driving School

The Porsche Sport Driving School takes your driving to the next level. Whether you want to get more from track days or to gain your racing licence, the Porsche Sport Driving School can take you there step by step.

Progressing through the various training levels, your Porsche Driving Consultant will guide you to finely hone your driving skills, from the basics of vehicle control through to applying for your racing licence. The Porsche Experience Centre Silverstone is one of 16 international locations currently available worldwide, all of which have one thing in common: the same high standards.



**Warm-up £350.00\***  
A half-day on the specially-designed Porsche Tracks to discover the full potential of your Porsche and how to nurture the best from it by honing driving techniques.

**Precision £760.00\***  
A full day of bespoke driver coaching utilising both the Porsche Tracks to fine-tune skill and technique and one of the famous Silverstone Circuits to exploit your new-found knowledge in a higher performance arena.

**Performance £1,250.00\***  
A two day tailor-made programme using the Porsche Tracks and with extended time on a Silverstone Circuit. Performance is designed to further develop the link between car and driver, maximising safety and driving pleasure.

**Master £POA\***  
After a consultation to discuss specific aims and objectives, a bespoke coaching plan will be executed over three days using the Porsche Tracks, a Silverstone Circuit and the Millbrook Proving Ground. This combination of venues ensures all facets of performance driving are explored as required ensuring objectives are achieved.

\*Porsche Sport Driving School is designed to be taken in your own Porsche. However, vehicle hire at an additional cost may be possible, subject to availability on selected dates.

## Cayenne off-road

The off-road course at the Porsche Experience Centre has 45% ascents and declines, rough terrain and unfeasible side-slopes that challenge even the most focused 4x4s. Equally at home off-road as it is on-road, the Cayenne is more than capable of conquering the toughest obstacles.

With a dedicated fleet on standby, you are free to tackle this challenging course as part of any driving experience at no additional cost.

To ensure availability, please mention at the time of booking or speak to your Porsche Driving Consultant on the day.



## Porsche E-Performance

Porsche E-Performance is everything that you expect from a Porsche - because we are not satisfied with merely boosting efficiency when we can take performance and driving pleasure to the limits at the same time. There is a good reason why all of our experience and successes in motorsport have a major influence on development.

The result is performance and practicality in equal measure. A hybrid drive that perfectly combines the combustion engine and electric machine to deliver an outstanding driving experience.

The option to experience Porsche E-Hybrid technology in either a Cayenne or Panamera is available as part of any driving experience at no additional cost. To ensure availability, please mention at the time of booking or speak to your Porsche Driving Consultant on the day.





# Porsche Human Performance

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

Our facility includes a sports science laboratory fully equipped with state-of-the-art technology from Matrix and Wattbike. We offer a full range of physiological testing to provide you with a greater understanding of your health and driving-specific fitness levels. Advice, exercise and nutritional plans can then be prescribed to provide structure and motivation to achieve your individual goals.

A range of services have been developed for Porsche Driving Experience guests including:

- Training & Nutrition Consultation - £95
- Wellness Check - £95
- Postural Screen - £95
- Sports Massage - £50 per hour

Other sports performance services are also available.

Contact Porsche Human Performance on 01327 855074 or via email at [php@porsche.co.uk](mailto:php@porsche.co.uk) for further information.

## The Centre

The Porsche Experience Centre building has been designed to offer an interesting but relaxing environment to spend time in when you're not out exploring the Porsche Tracks. After being welcomed in reception you are free to explore the main atrium which displays both current and classic models from the Porsche range. Our Exclusive Manufaktur space provides further insight into the expansive opportunities available to personalise your vehicle and the Porsche Driver's Selection shop is the perfect place to indulge in some Porsche retail therapy or to pick up a souvenir of your visit.



# Porsche Restaurant

Progress upstairs to the Porsche Restaurant where a relaxed, informal environment creates a haven of calm in which to enjoy breakfast, morning coffee, lunch or afternoon tea. Over lunch, guests can enjoy exceptional cuisine created by our team of classically-trained chefs whilst gazing out across the Porsche Tracks.

Our lunch menu is created from locally sourced, fresh produce providing three courses of delicious, well-balanced dining adding an extra dimension to further enhance your visit.



## Sample menu

### Starters

#### Rare Angus Beef

Beetroot, Butternut Squash, Plum

#### Mushroom Risotto Ball (v)

Chilli, Lemongrass, Black Bomber Cheese

### Mains

#### Cornish Lamb Shoulder

Carrot, Mash, Red Wine Sauce

#### Loch Duart Salmon

Potatoes, Broccoli, Rouille Sauce

#### Autumn Vegetable Curry (v)

Coriander Chutney, Lentil Dumplings

### Desserts

#### Vanilla Panacotta (v)

Cherry, Fig, Pistachio

#### Caramelised Apple Pastry (v)

Stem Ginger Ice Cream

#### British Cheese Selection (v)

Blue Murder, Helford Sunrise, Isle of Mull

## Group events

If you want to make an unparalleled impression on your clients, colleagues or business partners, the Porsche Experience Centre has a variety of creative spaces ideal for meetings and events of all sizes.

From meetings for two through to larger scale conferences and events, our meeting facilities offer a perfect environment in which to conduct business. Combining exhilarating driving experiences and excellent dining, our events team can create a tailored event to perfectly suit your needs.

The contemporary style of the building includes meeting rooms ranging in size, all of which have access to state-of-the-art audio-visual technology. These include the 911 Board Room which overlooks Hangar Straight on the Silverstone Circuit, a conference suite to seat up to 80 people and a range of smaller rooms for more intimate meetings for two to 20 people.

The Porsche Experience Centre is also available for exclusive hire, including the Porsche Tracks, to create a truly unforgettable event, bespoke to you and your guests.

Contact the Porsche Experience Events Team on 01327 855081 for further details.



## Porsche hospitality

Porsche is pleased to offer unique hospitality packages to the Formula One British Grand Prix. Throughout the race weekend you can watch all the action unfold from the roof of the Porsche Experience Centre which offers panoramic views all the way from Becketts, down Hangar Straight and into Stowe.

### Included in the package

- VIP access and parking
- Breakfast, three-course lunch and afternoon tea in the Porsche Restaurant
- Roof-top barbecue
- Full bar
- Panamera passenger experience
- Radio and event programme

Contact the Porsche Experience Team on 01327 855911 for further details



## Porsche winter driving experiences

Winter. For many a time of calmness and contemplation. We see things differently – very differently.

Head north of the Arctic Circle to the Porsche Driving Centre in Levi, Finland and experience some of the most challenging but fun and exhilarating driving under extreme wintry conditions. Driving a selection of Porsche models, you will learn about braking, evasive manoeuvres and controlled drifting on an expansive, dedicated ice circuit – all under the expert guidance of our highly-qualified instructors.

View more information at [www.porsche.co.uk](http://www.porsche.co.uk)

Contact the Porsche Travel Club on +49 711 911-28900 or via email at [info@porschedrivingexperience.de](mailto:info@porschedrivingexperience.de)





## Porsche Experience packages

### Porsche Driving Experience

90 minutes driving time

One-to-one individual instruction

Choice of 718 Boxster, 718 Cayman, 911 Carrera, Macan, Panamera or Cayenne

Explore all areas of the Porsche Tracks

**Porsche Driving Experience £295**

**911 Turbo Driving Experience £345**

**Cayman GT4 Driving Experience £345**

### Porsche GT Experience

150 minutes total driving time

One-to-one individual instruction

30 minutes driving the latest 911 Carrera

40 minutes driving a 911 (Type 997) GT

40 minutes driving a 911 (Type 997) RS

40 minutes driving a new 911 GT or RS

Passenger experience in 911 GT model

**Porsche GT Experience £995**

### Porsche Sport Driving School

Choice of duration to suit your needs

One-to-one individual instruction

Designed to be taken in your own Porsche

Car hire available\*

Access to Silverstone Circuit\*

**Warm-up (half day) £350**

**Precision (full day) £760**

**Performance (two days) £1,250**

For more information or to book your experience call 01327 855911, email [drivingexperience@porsche.co.uk](mailto:drivingexperience@porsche.co.uk) or visit [porsche.co.uk/experience](http://porsche.co.uk/experience)

All prices include 20% VAT. \*Car hire and Silverstone Circuit options are only available on Precision and Performance.

## Terms and conditions

- Driving participants must hold a full, valid driving licence to drive a car upon public highways in the UK
- To be eligible to drive any of the Turbo models, you must be aged 21 or over
- To be eligible to drive any of the 911 GT models, you must be aged 25 or over
- Drivers over the age of 80 should contact the team to discuss possible arrangements
- You must be medically fit and not have any medical conditions which will affect your ability to drive
- Any accompanying guests aged 16 or under must be supervised by an adult at all times whilst on the premises



Mobil 

SAMSUNG

MATRIX

wattbike

All partners of the Porsche Experience Centre, Silverstone



[porsche.co.uk/experience](https://porsche.co.uk/experience)



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

Errors and omissions excepted.

Porsche, Carrera, 911, Boxster, Cayenne, Cayman, Macan, Panamera, the Porsche Crest and the Porsche marque are registered trademarks of Dr. Ing. h.c. F. Porsche AG.

**Porsche Experience Centre**

Hangar Straight  
Silverstone Circuit  
Towcester NN12 8GR

Telephone: 01327 855911  
[drivingexperience@porsche.co.uk](mailto:drivingexperience@porsche.co.uk)  
[www.porsche.co.uk/experience](http://www.porsche.co.uk/experience)

Printed in England  
Edition 01/18