



Rennsport Reunion V hashtag announced for social media users

Porsche Unveils Logo and Official Website of Rennsport Reunion V

Atlanta. Today, Porsche Cars North America, Inc. released new details for the highly anticipated Porsche Rennsport Reunion V being held at Mazda Raceway Laguna Seca, September 25 – 27, 2015.

This year's Reunion, the fifth installment of what has become a Porsche tradition in North America, will highlight Porsche at the legendary 24 Hours of Le Mans. As the most successful marque in the history of the famed 8.47 mile Le Sarthe Circuit, with sixteen overall race victories between 1970 and 1998 and 100 class victories, Porsche returned to the top level of Sports Car competition with the 919 Hybrid LMP1 Sports-Prototype in 2014.

On the official Porsche Rennsport Reunion V website, www.porscherennsportreunion.com, Porsche fans have access to up-to-date information on the drivers and cars that are scheduled to attend, along with photos and videos from past Reunions. Links to Mazda Raceway Laguna Seca's website for tickets, registration and track information are also available on the official website.

Building upon the theme from Rennsport Reunion IV, the Porsche Design Studio in Zell am See, Austria rejuvenated the familiar logo for Rennsport Reunion V. The logo will appear on official communications, strategic locations around the track, and on select merchandise.

For followers of Social Media, **#PorscheRRV** has been chosen to be used for tagging photos, video and social media content. It is welcomed for fans and enthusiasts to use the new hashtag on any Porsche Rennsport Reunion related subject matter.



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Future details will be published on Porsche's press website (www.press.porsche.com) and Mazda Raceway Laguna Seca's website (www.mazdaraceway.com), as they become available. Ticket information is available by contacting 831-242-8200 or online at www.mazdaraceway.com.

The new Porsche Rennsport Reunion logo and future images may be viewed and downloaded here:

http://press.porsche.com/media/gallery2/v/photos/happenings/Rennsport_Reunion_V/

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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 Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA moved into a brand new, cutting edge building at One Porsche Drive in January 2015. This one-of-a-kind facility showcases a commitment to design and functionality, serving not only as an inspirational workplace for Porsche employees, but also a brand experience center featuring a 1.6 mile test track, human performance center, and event space. PCNA employs approximately 300 people who provide parts, service, marketing and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a 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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