

# PORSCHE CARRERA CUP GERMANY 2023

HUBER  
RACING



**DRIVER: ARIEL LEVI**



**PARTNERSHIP**



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\* PCCD - PORSCHE CARRERA CUP DEUTSCHLAND



## DRIVER: ARIEL LEVI



Residence: Tel Aviv

Profession: Racing driver

Hobby: Sim Racing, Gym, Tuning

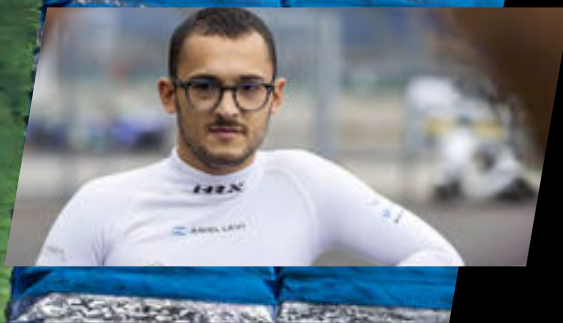
Ariel Levi is a 22-year-old motorsport racer from Israel. His successes in a career that is just beginning are impressive. The Israeli born in Tel Aviv displayed interest in cars at a young age and developed a great passion for automobiles of every kind. Since motorsports are not yet widespread in Israel, his first exposure to kart racing was at age 13. This proved to be a game-changing step for him since it quickly turned out that karting was more than just a hobby - Ariel was blessed with great talent.

He subsequently steamrolled the karting sport in Israel. Ariel set new records on every course and won the national championship four times in a row, along with all of the country's other major titles. The young Israeli achieved great international success as well, including the French karting vice-championship in 2017.

After all of these victories, the rising talent's career was interrupted by three years of service with the Israeli air force. Ariel completed his military service with the same great dedication seen in his motorsports career. Here too he was recognised for outstanding performance twice in succession. Ariel had no opportunities to pursue his sport during this time since the coronavirus pandemic was at its highest point.



**DRIVER: ARIEL LEVI**



## SOCIAL-MEDIA

[www.facebook.com/arielleviracing](http://www.facebook.com/arielleviracing)

[www.instagram.com/arielleviracing](http://www.instagram.com/arielleviracing)

[www.tiktok.com/@arielleviracing](http://www.tiktok.com/@arielleviracing)

This only changed in 2021 when he tested a Cup Porsche in Greece after his period of service ended. An attending representative of the Huber Racing team immediately recognised the potential of the young man who sat behind the wheel of a GT vehicle for the first time that day, and signed him immediately.

Porsche was also convinced of the young Israeli's potential and supported his participation in the Porsche Carrera Cup Germany, one of the world's toughest brand cups. Ariel Levi took part in 16 races here for Huber Racing in the 2022 season and his performance was instantly convincing. In the face of tough competition, he took fifth place in the rookie ranking for his first season and made it to the podium three times in this class. He also took part in three Porsche Supercup races.

Ariel Levi has ambitious plans for the future. He wants to be a worthy representative in international motorsports for his native country of Israel. His main goal: To become a factory driver by 2028 and compete in the big GT3 championships. For now, the 22-year-old is entering the Porsche Sprint Challenge Middle East before heading to the starting line for the second time in the Porsche Carrera Cup Germany for the upcoming season.





# IMPRESSIONS

## TEAM: HUBER RACING

HUBER 100  
races

**Huber Racing** is a young and already highly successful racing team founded by Christoph Huber in 2016. Previously the enthusiastic motorsports fan completed an “apprenticeship” under a true Porsche racing sports legend - Walter Lechner. Christoph Huber held various leading positions in his team Lechner Racing starting in 2010, learning the motorsports business at the top level from the ground up. His mentor Walter Lechner also helped make Huber’s big dream of his own racing team come true in 2016. Since then the Porsche Cup without Huber Racing would be unthinkable. Many of today’s stars matured here to become world class, including Michael Ammermüller and Dennis Olsen. Every year since the team’s founding, Huber Motorsport was on the podium in the various Porsche Cups at year end, amassing countless victories and titles. When it comes to success in the Porsche Carrera Cup, the name Huber Racing is sure to be mentioned. The team has been dominant in the Porsche Carrera Cup in recent years.



179 PODIUMS



06 CHAMPIONSHIPS



105 RACES

TEAM OWNER CHRISTOPH HUBER





## TEAM: HUBER RACING

Both in 2020 with Larry ten Voorde and in the 2022 season with Laurin Heinrich, the team under founder and team leader Christoph Huber won the driver's title in Germany. The team was also very successful in the international Porsche Mobil 1 Supercup over the last few years. Laurin Heinrich won the rookie title for Huber Racing in the 2021 season and lost the fight for the overall championship by just a narrow margin in the past season.

The 2022 season is among the highlights of the team's history. Aside from the Porsche Cup wins, the team's performance was impressive in other racing series as well. The Huber Racing team won a championship title in the Porsche Sprint Challenge Benelux last season. A début in the GT3 category at the 24H Barcelona ended with an impressive third place in the Pro-Am rating for Huber Racing along with a respected fifth overall ranking. Additional outstanding performances such as the win in the 6H Abu Dhabi in the Cup class at the start of the year and the overall win in the support race of the 24H Le Mans perfected the season for the Huber team.

For the 2023 season, Huber Racing is again planning to compete intensively in the Porsche Carrera Cup Germany and in the Porsche Mobil 1 Supercup. Following the successful début in the GT3 class, team leader Christoph Huber is considering taking part in an established GT3 racing series as well.

**TEAM: HUBER RACING**

**TEAM CHAMPIONSHIP - 2022**



SSR HUBER RACING  
**DRIVER & TEAM**  
**Champion**  
PORSCHE  
CARRERA CUP  
DEUTSCHLAND  
2022



# TEAM: SUCCESS

2020 - 2022



2022

1.	Place	6h Abu Dhabi	GT3 Cup Klasse	
3.	Place	Total	Supercup	Laurin Heinrich
3.	Place	TEAM CHAMPIONSHIP	Supercup	
1.	Place	Total	Carrera Cup	Laurin Heinrich
1.	Place	TEAM CHAMPIONSHIP	Carrera Cup	
3.	Place	ProAm	24h Barcelona	Dreisow, Lauck, Basseng, Triller, Schwarzer
1.	Place	Total	Porsche Sprint Challenge Benelux	Flynt Schuring
1.	Place	Total	Porsche Sprint Challenge Le Mans	Bashar Mardini

2021

3.	Place	6h Abu Dhabi	Gesamt GT3 Cup	
3.	Place	Total	Carrera Cup	Leon Köhler, Laurin Heinrich
3.	Place	TEAM CHAMPIONSHIP	Carrera Cup	
1.	Place	Rookie	Supercup	Laurin Heinrich
3.	Place	Total	Supercup	Laurin Heinrich
2.	Place	TEAM CHAMPIONSHIP	Supercup	
2.	Place	Total	Porsche Sprint Challenge Le Mans	Georgi Donchev

2020

1.	Place		Carrera Cup Le Mans	Larry ten Voorde
2.	Place	TEAM CHAMPIONSHIP	Carrera Cup	
1.	Place	Total	Carrera Cup	Larry ten Voorde
3.	Place	12h Mugello	GT3 Cup	

# TEAM: SUCCESS

2016 - 2019



2019

2.	Place	TEAM CHAMPIONSHIP	Carrera Cup
2.	Place	ProAm	Carrera Cup
3.	Place	Total	Carrera Cup

Stefan Rehkopf  
Larry ten Voorde + Victories

2018

4.	Place	TEAM CHAMPIONSHIP	Carrera Cup
2.	Place	Rookie	Carrera Cup

Igor Walilko

2017

3.	Place	TEAM CHAMPIONSHIP	Carrera Cup
1.	Place	ProAm	Carrera Cup
3.	Place	Total	Carrera Cup

Wolfgang Triller  
Michael Ammermüller + Victories

2016

2.	Place	TEAM CHAMPIONSHIP	Carrera Cup
1.	Place	ProAm	Carrera Cup
1.	Place	Rookie	Carrera Cup
3.	Place	Total	Carrera Cup

Wolfgang Triller  
Dennis Olsen  
Jeffrey Schmidt + Victories



# IMPRESSIONS



# PORSCHE CARRERA CUP GERMANY



The Porsche Carrera Cup has been held for more than 30 years, making it the world's oldest brand cup. Porsche first realised this idea in 1990 and it has thrilled motorsport fans around the world ever since. The Porsche Carrera Cup Germany has featured tough duels, spectacular races and big names from the outset. A level playing field from a technical perspective thanks to identically constructed race cars ensures extremely close races. The series is just as interesting for up-and-coming talents as for classic gentlemen drivers.



The Porsche Carrera Cup Germany offers an exciting and varied experience for spectators, but also an ideal platform for talented young drivers to present themselves to best advantage in a professional environment. The latest evolution of the legendary Cup racer became available in 2022 with the Porsche 911 GT3 Cup (992). Most of the 2023 season will also be held surrounding the DTM, resulting in extremely high media attention and coverage. Many of today's GT3 stars and Le Mans victors come from the fast Porsche Cup and have advanced to become factory drivers today. Christian Engelhart, Michael Ammermüller, Philipp Eng, Kevin Estre and René Rast are just a few examples. Legends like Roland Asch, Uwe Alzen, Harald Grohs and Olaf Manthey had their famous duels in the early years. Thanks to the robust vehicles, these were and continue to be commonly held even outside the racing line and with a great deal of body contact.



# PORSCHE CARRERA CUP GERMANY

The 2023 season of the Porsche Carrera Cup Germany encompasses 16 races in four countries. Most of these races are once again being held on the DTM platform for the first time since 2017. The Porsche brand cup shares no less than six racing weekends with Germany's best known and most popular racing series. The classics on the Nürburgring and in Hockenheim are among them along with the events on the Lausitzring and in Zandvoort. The coming season also includes a return to the Sachsenring and a race in Spielberg. A special treat awaits the retinue of the Porsche Carrera Cup Germany right at the start of the season in April, when the event heads to the "Ardennes roller coaster" in Spa as part of the FIA World Endurance Championship WEC.



# PCCD\* - 2023 RACING CALENDER



**27.04. - 29.04.2023**

**Circuit de Spa-Francorchamps (FIA WEC), Rennen 1 + 2**



**09.06. - 11.06.2023**

**Hockenheimring („Festival of Dreams“), Rennen 3 + 4**



**23.06. - 25.06.2023**

**Circuit Zandvoort (DTM), Rennen 5 + 6**



**04.08. - 06.08.2023**

**Nürburgring (DTM), Rennen 7 + 8**



**18.08. - 20.08.2023**

**Lausitzring (DTM), Rennen 9 + 10**



**08.09. - 10.09.2023**

**Sachsenring (DTM), Rennen 11 + 12**



**22.09. - 24.09.2023**

**Red Bull Ring (DTM), Rennen 13 + 14**



**20.10. - 22.10.2023**

**Hockenheimring (DTM), Rennen 15 + 16**



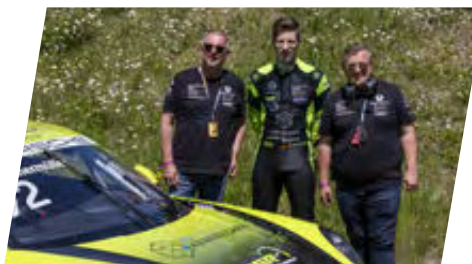
\* PCCD - PORSCHE CARRERA CUP DEUTSCHLAND



# OUR COMPETENCIES

An overview of all our merits is presented here:

- // Passion and enthusiasm
- // Innovation
- // Customer experience
- // Competitiveness
- // Racing strategy
- // Engineering
- // Race car manufacturing
- // Small series production
- // Talent promotion
- // Service
- // Network



## OUR GOAL

The best performance, enabling our partners and guests to experience gripping motorsports in the exclusive ambiance of the PORSCHE brand, to enjoy the culinary delights of haute cuisine, and to experience and utilise the unique network.





# PORSCHE GUEST HOSPITALITY



**An overview of all our merits is presented here:**

- // First-rate and exclusive**
- // Networking at the highest level**
- // Seating for 250 guests**
- // Stylish ambiance**
- // Culinary enjoyment of haute cuisine**
- // Varied programme**
- // Multimedia infotainment**
- // Top venue**





# PORSCHE GUEST HOSPITALITY

# IMPRESSIONS





## VEHICLE - PORSCHE 911 GT3 CUP (992)

### Technical Specs

// Porsche 911 GT3 Cup (992)

// Performance: 375 KW, 510 PS

// Torque: 470 Nm

// Weight: 1.260 kg (2,778 lbs)

// Tank: 110 Liter



## OUR PCCD\* ENGAGEMENT

Why attending the Porsche Carrera Cup Germany is worth your while:

// Action

// Passion

// Competition

// Excitement

// High-tech

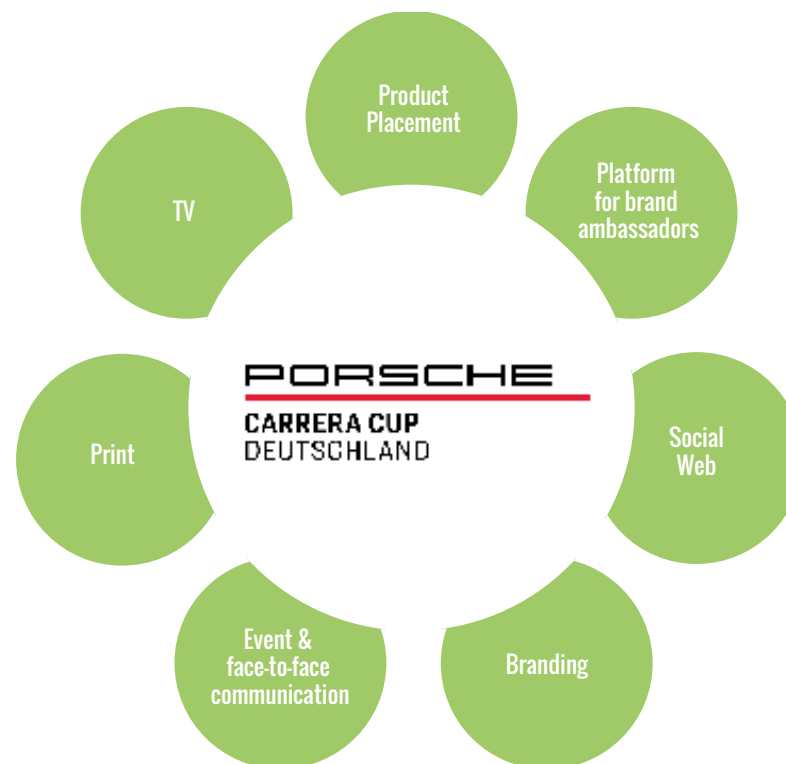
// Team spirit

// Fans





# OUR NETWORK BECOMES YOUR NETWORK



# COVERAGE AND MEDIA PRESENCE



## Digital media

Online media presence:  
**5,2 Mio. accesses**



## Carrera Cup spectators

Spectators at the race tracks:  
**159.000**



## Print media

PRINT RANGE:  
**503 Mio.**



## Advertising contacts

**282 Mio.**

## TV

### Broadcasters

Online media presence:  
**5,2 Mio. accesses**



## TV range

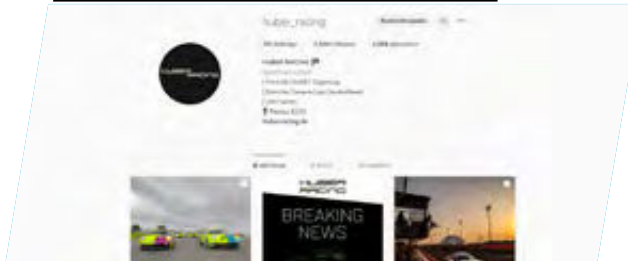
TV range (incl. trailer):  
**9,9 Mio.**



# SOCIAL MEDIA - REACH



## HUBER RACING



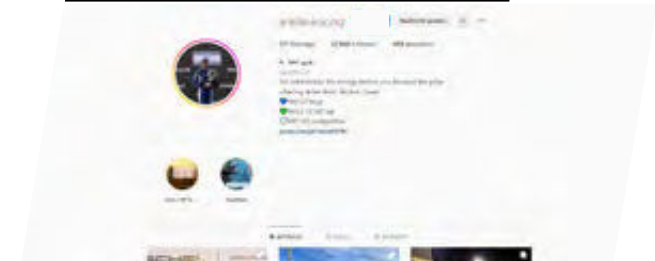
### Instagram

// Follower: 5.952\*  
// Posts: 316\*  
// Average comments: 12  
// Average Likes: 421  
// @HuberRacing

### Facebook

// Follower: 10.986\*  
// Average comments: 13  
// Average Likes: 45  
// @HuberRacing

## ARIEL LEVI



### Instagram

// Follower: 12.900\*  
// Posts: 332\*  
// Average comments: 60  
// Average Likes: 558  
// @arielleviracing

### Facebook

// Follower: 981\*  
// Average comments: 10  
// Average Likes: 70  
// @ariel.levy.9469

## OUR BRANDING OFFER





# OUR BRANDING OFFER



## OUR PARTNERSHIP



### Why the partnership with Huber Racing/Ariel Levi is worth your while:

- // The fascination of the Porsche brand
- // Our network becomes your network
- // Customer and partner entertainment
- // Guest hospitality in the paddock
- // Employee motivation incentives
- // Build media contacts
- // Driver experience events

The partnership makes your Porsche Carrera Cup engagement a model for success!





# WELCOME - PACKAGE



Branding on the vehicle



Branding on the suits and helmets of the racing drivers



Branding on team attire



Branding on team overalls



Branding on garage backdrops



Branding on interview backdrop



Mention and linking on the website



Utilisation of our social media coverage



Branding on team trucks



VIP tickets (hospitality included)



Grandstand tickets



Race taxi rides



PR days with a racing driver



Show car provision



Marketing activation



Mention in press releases

## Package Price

Upon request

VOLUMEN - PACKAGE // 10 %

# BRONZE - PACKAGE



Branding on the vehicle



Branding on the suits and helmets of the racing drivers



Branding on team attire



Branding on team overalls



Branding on garage backdrops



Branding on interview backdrop



Mention and linking on the website



Utilisation of our social media coverage



Branding on team trucks



VIP tickets (hospitality included)



Grandstand tickets



Race taxi rides



PR days with a racing driver



Show car provision



Marketing activation



Mention in press releases

## Package Price

Upon request

VOLUMEN - PACKAGE // 25 %



# SILBER - PACKAGE



Branding on the vehicle



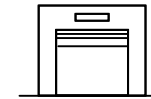
Branding on the suits and helmets of the racing drivers



Branding on team attire



Branding on team overalls



Branding on garage backdrops



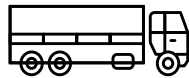
Branding on interview backdrop



Mention and linking on the website



Utilisation of our social media coverage



Branding on team trucks



VIP tickets (hospitality included)



Grandstand tickets



Race taxi rides



PR days with a racing driver



Show car provision



Marketing activation



Mention in press releases

## Package Price

Upon request

VOLUMEN - PACKAGE // 50 %

# GOLD - PACKAGE



Branding on the vehicle



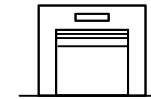
Branding on the suits and helmets of the racing drivers



Branding on team attire



Branding on team overalls



Branding on garage backdrops



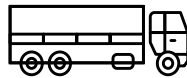
Branding on interview backdrop



Mention and linking on the website



Utilisation of our social media coverage



Branding on team trucks



VIP tickets (hospitality included)



Grandstand tickets



Race taxi rides



PR days with a racing driver



Show car provision



Marketing activation



Mention in press releases

## Package Price

Upon request

VOLUMEN - PACKAGE // 75 %



# PLATIN - PACKAGE



Branding on the vehicle



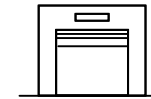
Branding on the suits and helmets of the racing drivers



Branding on team attire



Branding on team overalls



Branding on garage backdrops



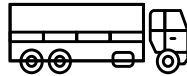
Branding on interview backdrop



Mention and linking on the website



Utilisation of our social media coverage



Branding on team trucks



VIP tickets (hospitality included)



Grandstand tickets



Race taxi rides



PR days with a racing driver



Show car provision



Marketing activation



Mention in press releases

## Package Price

Upon request

VOLUMEN - PACKAGE // 100 %

# IMPRESSIONS





# IMPRESSIONS



## CONTACT US

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