



2017 ACTIVATION EXPERIENCES



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LIMITED
AVAILABILITY

TRG - Porsche Experience Center Event

30 Guests - Porsche Experience Center Arrive and Drive Event

PLUS: Toyota Grand Prix of Long Beach VIP Experience and Hospitality

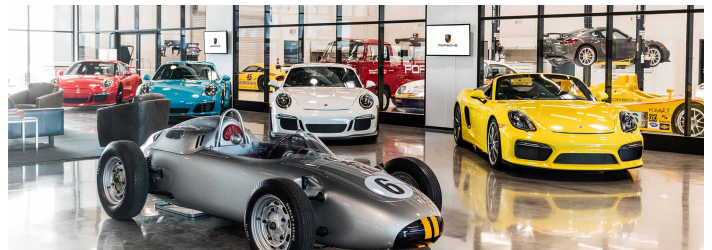
Friday / Saturday / Sunday – April 7-9, 2017

Porsche Experience Center Half Day Adventure:

<https://www.porschedriving.com/porsche-experience-center-los-angeles>

30 Guests – Afternoon and Evening (noon till 8 pm) at the Porsche Experience Center in Los Angeles (located 110 fwy & the 405 fwy)

- + 30 Guests to experience all that the PEC has to offer
- + All Guests participate in the following driving experiences
 - + Learning the Porsche philosophy of "Intelligent Performance"
 - + Training and in car support from one on one professional driver guidance and experience
 - + Riding, Driving and Experiencing some of the 82 Porsche motorcars available for testing
 - + High Speed Acceleration and Launch sequence
 - + Electrifying closed track / circuit driving
 - + Off Road Driving experience
 - + Ice Hill experience and various performance modules created on the grounds of the center
 - + Competing against each other in the Porsche Driving Simulator competition
- + All guests participate in the following facilities experiences
 - + Tour of Facilities
 - + Tour of famous racing cars exhibit
 - + Tour of Displays and retail center
 - + Opportunity to experience all that the center has to offer its guests
- + One of a Kind experiences to participate in Conversations with Principals of Porsche Motorsports (the racing side of Porsche)
 - + Meet and greet with President of Porsche Motorsports North America
 - + Meet and greet the drivers for the TRG Porsche IMSA car and Aston Martin Racing Team
 - + Track instructions from professional drivers
 - + Lots of Seat time in all types of Porsche motorcars from street to offroad.
- + Gourmet Box Lunch catered by the Speedster Café
- + Afternoon snacks and refreshments
- + Gourmet dining and Adobe Road Wine experience in the Porsche 917 Restaurant



Schedule: Friday April 7, 2017

Arrive at Noon

12:00 - 1:00 pm

1:00 - 1:15 pm

1:15 - 2:15 pm

2:15 - 2:20 pm

2:20 - 3:20 pm

3:20 - 3:25 pm

3:25 - 4:25 pm

4:25 - 4:30 pm

4:30 - 5:00 pm

5:00 - 7:00 pm

7:00 pm

Box Lunch and gathering together.

Welcome & Safety Briefing (group broken into 3 teams of 10 each)

Each team experiences either (Onroad / Offroad / Sim Lab Racing)

Rotate to next stage

Experience New challenge - new track, new car

Rotate to next stage

Experience final challenge - new track, new car

Gather together for Demo Laps

Demo Laps with Factory Drivers – The Fast Laps

TRG / Adobe Road Dinner at the Porsche 917 Restaurant

Farewell from a Porsche Experience of a Lifetime...

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Long Beach Grand Prix Experience

Toyota Grand Prix of Long Beach VIP Experience and Hospitality

Friday / Saturday / Sunday – April 7-9, 2017

- + 30 IMSA GP Hot Pit Passes for race weekend
- + TRG VIP Hospitality for Race Weekend
- + Roof Top Race Viewing from Hyatt Hotel for Silicon Valley Guests
- + IMSA Paddock tour by Kevin Buckler
- + Scanner and Headsets available for guests
- + Race Day Photography
- + Full Credentials for Indy Car / IMSA / PWC
- + Organized Pre-event briefing by TRG Staff
- + Introductions of all B2B guests
- + Pre-event guide for guests
- + Credentials/Lanyard/etc.
- + 3 - 4 passenger chauffeured golf carts available to guests
- + TRG branded swag (shirt & cap)

30 tickets to Friday Night PEC 917 Restaurant / Adobe Road Winery dinner:

- + Amazing food at PEC 917 restaurant on Friday
- + Adobe Road wines
- + Special presentations by Porsche Executives, team owner and winery owner Kevin Buckler

Porsche Experience Center / Toyota Grand Prix of Long Beach Experience

30 Guests - \$85,000 (Does not include car branding, hotels, transportation to event)

20 Guests - \$59,000 (Does not include car branding, hotels, transportation to event)

10 Guests - \$29,500 (Does not include car branding, hotels, transportation to event)





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