

Porsche Esports Carrera Cup Canada and supporting series Porsche Esports Sprint Challenge Canada have completed another exciting season

23/05/2024 Porsche Centre Rive-Sud driver Andrew Caron wins virtual one-make championship with the 911 GT3 Cup car; Porsche Centre Lauzon driver Charles-Étienne Boucher wins the 718 Cayman GT4 Clubsport category.

The Porsche Esports Sprint Challenge Canada (PESCC) and the new-for-2024 Porsche Esports Carrera Cup Canada (PECCC). The two virtual one-make series provided an exciting season finale at Circuit Gilles Villeneuve as the Constructor's Championship was decided in the final race.

The fifth edition of the championship contested on iRacing welcomed 46 drivers in a digital version of

the 911 GT3 Cup car in the PECCC and in the PESCC with the 718 Cayman GT4 Clubsport. All of whom represented Canadian Porsche Centres with one driver per series on each team.

Virtual racing is an important and growing part of our motorsport activities,\" said John Cappella, President and CEO, Porsche Cars Canada, Ltd. As such, we are delighted that again this year, all of our Porsche Centres were part of this exciting series. Congratulations to Andrew and Charles-Étienne on their wins!\"

The winner of the 2024 PECCC, Andrew Caron, will have the opportunity to extend their driving skills in real life at the Porsche Track Experience program, bridging the gap from virtual to reality.

With their win in the Constructor's Championship, Porsche Centre Lauzon has claimed the victory as the top Porsche Centre Esports team in Canada.

Sim racers who entered the series competed against one another on the iRacing platform and were eligible to win prizes including getting behind the wheel of a Porsche on track. The first of eight races began in March once the top drivers across the country had been identified through an intense selection and qualification phase. During the season, racers took the wheel of a digital version of the newest 911 GT3 Cup in PECCC and the 718 GT4 Clubsport in PESCC. Drivers in the series competed against one another throughout the season collecting points for themselves in their respective Driver's Championship which contributed to their Porsche Centre team's points in the Constructor's Championship.

This year, notable Porsche partners joined the virtual series with awareness on the virtual cars and prize inclusions. TAG Heuer logos were visible during the race broadcasts as the Official Timing Partner, as well as on the front windscreen and rear spoiler of each virtual racecar. The PECCC class champion and the Smooth Operator" Award for the PECCC driver who gained the most race positions throughout the season were outfitted with TAG Heuer Connected Watches for their great performances. Bose branding was visible on the side number plates and all four corners of the virtual racecars. Top finishers received premium Bose noise cancelling headphones. LEGO provided Porsche 963 Speed Champion sets for the LEGO Play Well" Award, which was awarded to the PECCC and PESCC drivers who gained the most race positions within the race. Top finishers received a LEGO ICON Porsche 911 set. GRID Engineering also supported the championships with their officially licensed Porsche sim racing equipment including the Porsche 911 RSR Sim Racing Steering Wheel and the Porsche 911 GT3 Cup Dashboard Display Unit.

About TAG Heuer

TAG Heuer, founded in 1860 by Edouard Heuer in the Jura Mountains of Switzerland, is a luxury watch brand that is part of LVMH Moët Hennessy Louis Vuitton SE (LVMH"), the world's leading luxury group. Based in La Chaux-de-Fonds, Switzerland, and with four production sites, TAG Heuer has 1,860 employees and is active in 139 countries. TAG Heuer products are available online at

www.tagheuer.com for !removed! ries and in 260 boutiques and 2,300 points of sale worldwide. The company is headed up by Frédéric Arnault, CEO of TAG Heuer.

For 163 years, TAG Heuer has demonstrated pure avant-garde watchmaking spirit and a commitment to innovation with revolutionary technologies that have included the oscillating pinion for mechanical topwatches in 1887, the Mikrograph in 1916, the first automatic-winding chronograph movement – Calibre 11 – in 1969, and the first luxury smartwatch in 2015. Today, the brand's core collection consists of three iconic families designed by Jack Heuer – TAG Heuer Carrera, Monaco, and Autavia – and is rounded out with the contemporary TAG Heuer Link, Aquaracer, Formula 1, and Connected lines. Embodying TAG Heuer's motto, ⊠Don't Crack Under Pressure," are prominent partnerships and brand ambassadors that express the brand's passion for action and high performance.

@TAGHeuer #TAGHEUERxPORSCHE

About Bose

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music. Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary experiences can be found around the world — everywhere Bose does business.

About the LEGO Group⊠⊠

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words⊠LEg⊠GOdt, which mean ⊠Play Well".⊠Today, the LEGO Group remains a⊠family-owned company headquartered in Billund. However, its products are now sold in more than 130⊠countries worldwide. For more news from the LEGO Group, information about our financial performance and responsibility engagement, please visit www.LEGO.com/aboutus

About iRacing.com

The world leader in the online racing simulation and gaming market, iRacing was founded in 2004 by Dave Kaemmer and John Henry. Kaemmer was co-founder of Papyrus Design Group, developers of

award-winning racing simulations including ☒Grand Prix Legends" and NASCAR 2003." Henry is principal owner of the Boston Red Sox and Liverpool Football Club, as well as co-owner of NASCAR's Roush Fenway Racing. iRacing.com has developed dozens of formal partnerships in the motorsport industry to help create the most authentic racing simulation in the world.

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