Porsche Australia

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Australia has held a special place in Porsche history, ever since Melbourne entrepreneur Norman Hamilton imported two early 356 models in 1951, making Australia the very first right-hand drive market for Porsche, and one of its first export territories. Since 1992, Porsche Cars Australia has been a fully owned subsidiary of Porsche AG in Germany.

Motorsport has been a strong focus for Porsche in Australia, from the earliest days of the marquee 'down under'. Today, Porsche's racing heritage continues in the Carrera Cup Australia. Inaugurated in 2003, the national championship for identical factory-built 911 GT3 Cup cars traditionally supports the Supercars Championship.

Owner-driver events are also a key part of Porsche's activities in Australia, with many customers choosing to participate in five-star tours such as the Porsche Targa Tours that see Porsche customers drive their own cars over the closed roads before the competition cars in tarmac rally events such as Targa Tasmania. Others choose to hone their driving skills at the Porsche Track Experience, which runs courses across five levels at venues in all Australian states.

MEDIA ENQUIRIES

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