

www.targetcompetition.com

TARGET *Competition*

“We are the target
and we beat
the competition”



“About US”

Since the founding of Target Competition in 2004, we have been involved in motorsports, especially touring car racing, and this is the motto we are proud of.

In its young history as a team, Target Competition has already celebrated extraordinary national, regional and international successes.

One of the keys to this success is team spirit: Passion and drive, each with a key role and a task to perform. We share sufferings and joys.



The Italian team, based in Andrian, near Bolzano South Tyrol, focuses on professionalism and internationality.

After the many successes in the various Championships around Europe in the TCR category where it also won the trust as the best European customer team of the Hyundai brand, in 2023 we added the Porsche Carrera Cup program where in only two years we managed to climb the heights of the Italian Championship winning in 2024 the overall Team and in the German Championship managing with our drivers to fight for various podiums.



Our objective is the quality and excellence of **Young Drivers.**

For us, the growth of young drivers within a championship like the Porsche Carrera Cup is the basis of everything, helping them in the transition from categories like karting to the vast world of GT3, and seeing them grow to become the youngest race winners like Janne Stiak did at just 17 this year at Vallenga is an immense satisfaction.



"Palmares"

- 2025 24H TCR CLASS WINNER
- 2025 PORSCHE CARRERA CUP ITALY VICE TEAM CHAMPIONS
- 2024 PORSCHE CARRERA CUP ITALY TEAM CHAMPIONS
- 2024 24H NÜRBURGRING TCR CLASS WINNER
- 2023 24H NÜRBURGRING TCR CLASS WINNER
- 2022 TCR EUROPE VICE TEAM CHAMPIONS
- 2022 TCR ITALY CHAMPIONS
- 2021 TCR ITALY CHAMPIONS
- 2020 TCR EUROPE VICE DRIVER AND TEAM CHAMPIONS
- 2019 TCR EUROPE CHAMPIONS
- 2018 TCR EUROPE VICE TEAM CHAMPIONS
- 2017 TCR EUROPE TEAM TROPHY CHAMPIONS
- 2016 ADAC TCR GERMANY CHAMPIONS
- 2015 TCR INTERNATIONAL CHAMPIONS
- 2013 FIA ETCC SMT CHAMPIONS



“Team”



TEAMOWNER

**Andreas
Gummerer**



TEAMOWNER

**Markus
Gummerer**



“Service & Transport”

The team’s headquarters and workshop in Andriano, South Tyrol, span over 2,500 square meters and represent the heart of Target’s technical excellence.

At the racetrack, Target operates with three fully equipped motorhomes and three dedicated service tents, ensuring a professional and efficient presence at every event.

Thanks to state-of-the-art facilities and cutting-edge equipment, **road car detailing and servicing, as well as bodywork repairs, and the preparation and maintenance of both customer-owned and team race cars** are carried out at the highest level - guaranteeing performance, reliability, and the standards required to compete for victory.

We transport your sports car or race vehicle across Europe **using the most modern and high - quality motorsport trailers.**

- Gearbox Servicing**
- Tyre Service**
- Engine Dyno Testing**
- Bodywork Repair**
- Damper Dyno**
- Roadcars Services**
- Vehicle Optimisation (Set Up work)**
- Sportscar preparation for Track Activities**



PORSCHE

Championship
program



“Racing with Porsche”

The Porsche one-make series concept.

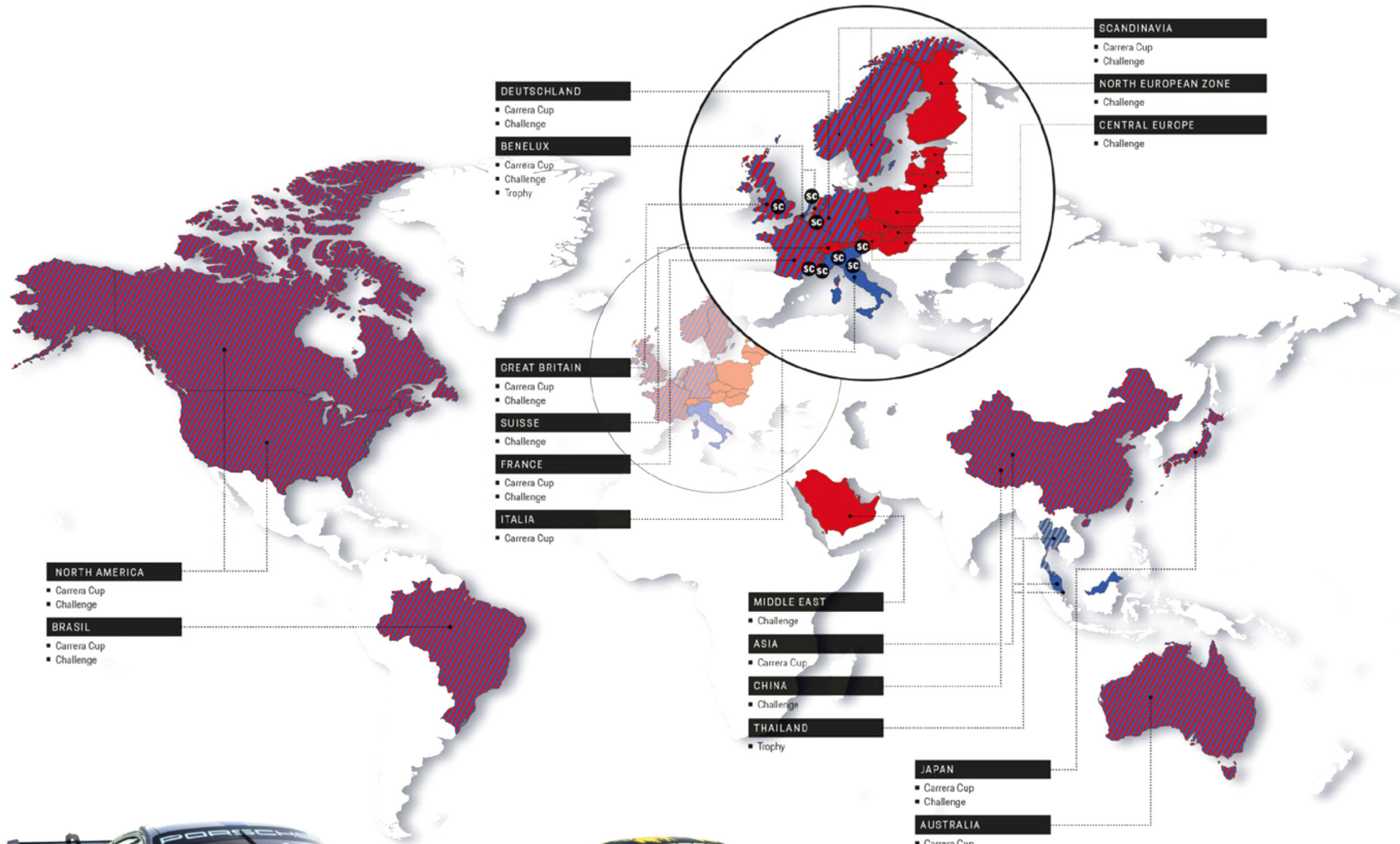
The Porsche One-Make series is one of the most successful international racing programmes. One-make series offer you the possibility to optimally develop your driver skills as there is no technical advantage between the cars. All cars running in the same class are technically equal. Strict scrutineering and regulations secure a levelled playing field for all competitors. This guarantees that the fastest driver takes the win.

Develop within Porsche Motorsport Pyramid.

As a driver in the Porsche Carrera Cup, you are instantly climbing onto the Porsche Motorsport Pyramid. The various championships are the ideal training platform for drivers prepare for their jump in GT3 in the future.

PORSCHE CARRERA CUP





- Carrera Cup
- Challenge
- Trophy
- SC Porsche Mobil 1 Supercup

"2026 Race Program"

PRE-SEASON

PORSCHE

SPRINT CHALLENGE SOUTHERN EUROPE

24 - 25	GEN		Portimao
30 - 31	GEN		Estoril
20 - 21	FEB		Valencia
27 - 28	FEB		Barcelona

WHY to join the PSCSE:

1. Continue racing in winter.
2. Prepare your summer.
3. 9,5 hours of track time per event.
4. Optimal training conditions.



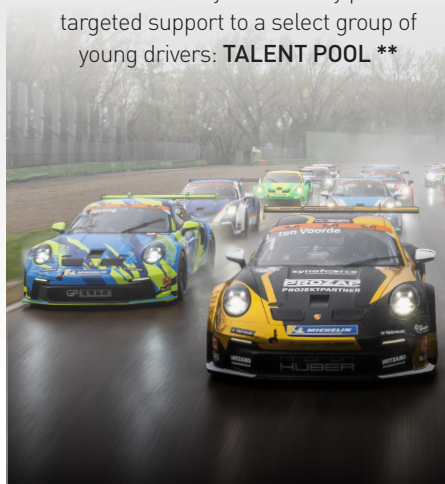
NATIONAL EVENTS

PORSCHE

CARRERA CUP DEUTSCHLAND

17 - 19	APR		Imola
24 - 26	APR		Red Bull Ring
15 - 17	MAY		Spa
22 - 24	MAY		Zandvoort
19 - 21	JUN		Lausitzring
03 - 05	JUL		Norisring
14 - 16	AUG		Nürburgring
09 - 11	OCT		Hockenheimring

Porsche Germany traditionally provides targeted support to a select group of young drivers: **TALENT POOL ****



PORSCHE

CARRERA CUP ITALIA

24 - 26	APR		Imola
08 - 10	MAY		Misano
19 - 21	JUN		Monza
03 - 05	JUL		Valllunga
18 - 20	SEP		Misano
30 - 01	OCT/NOV		Mugello

Porsche Italia promoted an exclusive coaching and training program:
SCOLARSHIP PROGRAMME *



INTERNATIONAL EVENTS

PORSCHE

MOBIL 1 SUPERCUP

05 - 07	JUN		Monte Carlo
12 - 14	JUN		Barcelona
26 - 28	JUN		Spielberg
17 - 19	JUL		Spa
24 - 26	JUL		Budapest
21 - 23	AUG		Zandvoort I
21 - 23	AUG		Zandvoort II
04 - 06	SEP		Monza

in conjunction with



“Young Talent Academy”

** TALENT POOL

PORSCHE
CARRERA CUP DEUTSCHLAND



Porsche Germany traditionally provides targeted support to a select group of young drivers. In the Porsche Sixt Carrera Cup Germany talent pool, eight young drivers want to take the next step on the road to becoming racing professionals.

The group is a mixture of Carrera Cup newcomers and drivers with initial racing experience. The members of the talent pool were a maximum of 21 years old at the start of the season.



* SCHOLARSHIP PROGRAMME

PORSCHE
CARRERA CUP ITALIA



The Scholarship Programme is an exclusive coaching and training program, promoted by Porsche Italia, reserved to young drivers between 16 and 24 years old in order to select during the season the candidate who will represent Italian Championship at the International Shoot Out promoted by Porsche AG.

The selection criteria for the Italian ambassador will evaluate the figure of the driver in the round: therefore, in addition to the sporting results (i.e. ranking), also the physical and mental preparation, the approach in front of the cameras for media purposes, the knowledge of the English language, as well as a general preparation on the values of the Porsche brand will be evaluated.



PORSCHE

The winner of the Shoot Out will receive a budget of € 225.000 and a ticket to enter the Porsche Mobil1 Supercup as an official Porsche Junior for the following season.



"Porsche Motorsports Media Coverage"

PORSCHE

MOBIL 1
SUPERCUP

in conjunction with



10.6

million of people
all over the world
they followed the series

82

television broadcasters
from all over the world, including
the F1 TV they broadcast
the events of the series

47.3

million euros is the media
equivalence of the series,
an ideal platform
for communication

868.7

millions of impressions
of sponsors
obtained all over the world



PORSCHE

CARRERA CUP
DEUTSCHLAND



PRO7/RAN RACING/GERMAN FREE TV **180.000 VIEWERS**
4,9 % MARKETSHARE

TV COVERAGE IN MULTIPLE COUNTRIES BY 113 BROADCASTERS IN 148 TERRITORIES

SOCIAL MEDIA (COUNTED IN JULY 2024)

NETWORK	FOLLOWER	REACH
f	22.392	125.732
📺	21.917	605.975
📷	37.794	312.911
✂	6.597	
USER	4.814	PAGEVIEWS
PORSCHE MOTORSPORT HUB		10.318

LIVESTREAMS ON



GERMAN AND ENGLISH VIEWERS COMBINED,
BOTH RACES, INCLUDING RELIVE

RACES AT	VIDEOS	VIEWERS
🇩🇪	84.425	69.724
🇬🇧	45.875	68.790
🇮🇹	71.075	73.042
🇪🇸	77.821	34.697
🇫🇷	53.598	246.253
🇮🇹	53.934	
🇮🇹	44.444	
🇮🇹	66.376	
🇮🇹	497.548	



PORSCHE

CARRERA CUP
ITALIA

TV COVERAGE



Total Live: **07:12:35**
Total Views: **39K**
Tv Coverage: **58:41:58**

SOCIAL MEDIA

Total stories: **171**
Total views: **741.770**
Total Impression: **744.802**
Total Response: **16.217**
ER% on Response: **2.2%**
Retention Rate Medium %: **83%**



“Sponsoring”

A Winning Partnership: Your Company in the Fast Lane

The **Porsche Mobil 1 Supercup**, the **Porsche Carrera Cup Deutschland**, and the **Porsche Carrera Cup Italia** provide a unique and prestigious platform for your brand. As part of our team, you benefit from a partnership that goes far beyond traditional advertising.

We offer tailored concepts that integrate seamlessly into your marketing mix and address your specific communication and business goals.

Your Advantages as a Sponsor:

- **Maximum Visibility:** The races take place as support events for Formula 1 (Supercup) or major racing events (Carrera Cups) and are broadcast internationally on TV (e.g., Sky Sport, Eurosport, ServusTV) and via various streaming services (like F1 TV Pro or the official Porsche Motorsport Hub). Your logo on our car reaches an audience of millions
- **Exclusive Hospitality Experience:** Invite your most important customers, partners, or employees to an unforgettable race weekend. Utilize our exclusive VIP hospitality areas (such as the Formula One Paddock Club or the Porsche Hospitality in the Carrera Cup Deutschland) for unique B2B networking opportunities and customer retention.
- **Branding & Product Placement:** Place your brand on the race car, team apparel, on social media, and at events. We also offer options for display vehicles at your own events.
- **Passion & Image:** Connect your company with the values of Porsche Motorsport: performance, innovation, precision, and the pure identity of the brand.
- **Proof of Concept:** We ensure you receive all the communication benefits you need to maximize your investment.

Our Sponsoring Packages (Example):

We offer flexible partnership models that we are happy to tailor to your individual needs. Packages typically include:

- **Main Sponsor:** Largest logo placement (e.g., on the bonnet, sides, rear wing), extensive social media campaigns, exclusive hospitality quotas, and meet-and-greets with the drivers.
- **Co-Sponsor:** Visible placement (e.g., on the front wing, mirrors, or side of the car), participation in autograph sessions, and access to VIP tickets.
- **Technology/Parts Partner:** Logo placement on relevant technical areas of the vehicle, mention in technical communications, and product placement opportunities.

As a Special Bonus: VIP Tickets

As part of your sponsorship package, we can provide you and your guests with exclusive **VIP tickets** and Paddock access. Experience the action up close and enjoy the unique atmosphere of the Formula 1 and Porsche events.

Contact us to discuss how we can be successful on the racetrack together.

"Sustainability"

Porsche national and international championships are a role model and do their part to reduce the environmental impact of motorsport.

All participants are required to comply with specific guidelines regarding:

- *Land, water and air protection*
- *Washing, waste and sewerage*
- *Noise levels*
- *General paddock activities*
- *Travel and accommodation*
- *Engines*
- *Storage of fuel, oils and chemicals*
- *Collection of hazardous liquids*
- *Disposal of hazardous liquids*

From 2024, a series of measures are planned to further improve the sustainability of the series such as:

- *Use of 100% fossil-free fuel*
- *Tyre cleaning machines, supplied by the sole supplier Michelin, for the entire season*

The commitment to sustainable development is now urgent and essential: **our Team takes part in this program with great pride regardless of participation in the Porsche Motorsport championships.**



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Target Competition



@TargetCompetition



targetcompetition

www.targetcompetition.com | info@targetcompetition.com



Sonnenstraße 36 · I-39057 Andrian (BZ)

Tel.: +39 340 1040976