

# Taste of the Track

Putting the sport back in sportscars and securing the future of high-performance vehicles by sharing the excitement of performance driving.

## THE CHALLENGE

Thinking of car commercials - safety, technology, and luxury - may cross someone's mind. The ads aim to create feelings such as excitement, fulfillment, and thrill. Transferring these expectations and feelings into the real world is a challenge. Among existing sports car owners, only a small fraction engage in performance driving. Unawareness of performance-driving opportunities is one reason, in combination with the doubts about accessibility. Overcoming these obstacles is the key to reducing the gap between the anticipation and actual experience of sports cars.

## THE SOLUTION

The "Taste of the Track" provides an approachable starting point for on-track performance driving, accelerated through a partnership of Porsche and Circuit Booking. It is a platform to support enthusiasts with developing skills and growing experiences through discovery, education, and community. The educational content will support drivers on the platform to overcome awareness gaps while targeted content will support their development as drivers, all underpinned by social interactions that provide a sense of belonging within the community. Additional events such as coaching, insurance, and maintenance will enable customers to continue their journey as performance drivers.

## IMPACT

Phase one of the project (Taste of the Track) is now live:  
<https://tasteofthetrack.us/en>

The first step was focused on enabling booking functionality for experiences at major circuits across the USA. As a result, the monitoring of demand and engagement got accessible. To date, 80% of the attendees have had no previous track experience, and over 15% have already been participating in a second high-performance driving event.

## CIRCUIT BOOKING

The Circuit Booking platform provides a marketplace for motorsport enthusiasts to participate in organized events or practice their skills in a controlled environment. The business involves providing a circuit or track days, equipment, web-based software for event management services, marketing and sales, and complying with safety regulations to ensure the safety of participants and spectators.

Circuit Booking is targeting racetrack enthusiasts and stakeholders in the track days industry. Their focus is on applications in business areas such as participant booking and handling, dynamic pricing, invoicing, on-site check-in and venue management.



## HEADQUARTERS

Germany, Munich

## FOUNDED

2011

## NO. OF EMPLOYEES

1 – 10

## WEBSITE

[circuit-booking.com](http://circuit-booking.com)

## ACKNOWLEDGEMENTS

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## CONTACT FOR THIS PROJECT

Johannes Felden  
Ventures Analyst  
STARTUP AUTOBAHN powered by  
Plug and Play  
[j.felden@pnptc.com](mailto:j.felden@pnptc.com)

## ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.