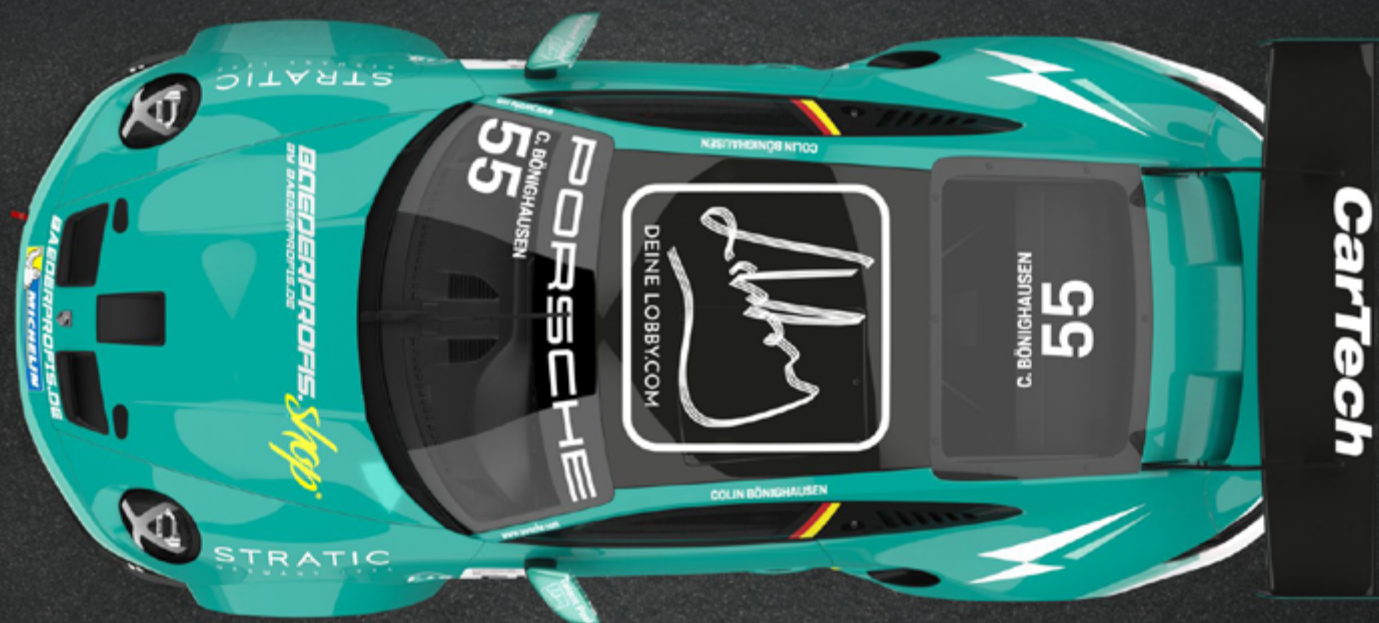


Full throttle into the second half of the season

The upcoming weekend, racing driver Colin Bönighausen will start the second half of the season with the Porsche Carrera Cup, for which he has set his sights high.



After six podium finishes in the rookie classifications of the Porsche Sixt Carrera Cup Germany and the Porsche Carrera Cup Benelux, Colin is motivated to go one better in the near future. He will have his first opportunity to do so on 2, 3 and 4 August at the TT Circuit in Assen. In addition to the Porsche Carrera Cup Benelux, Formula 1 cars, superbikes and superkarts will also be contesting at the Jack's Racing Day, which attracts more than 50,000 fans to the traditional race track in the Netherlands. Colin already knows the track from a test drive in the BMW M2 last year: „The track is better known as a motorbike track and has lots of fast corners, overtaking is tricky without hard braking points.“ Larry ten Voorde, multiple Porsche Supercup champion and one of Bönighausen's opponents this weekend, has also announced his participation: „Nobody has the car under control like him - he is certainly the benchmark for everyone else.“ Bas Koeten's team, with whom Colin has already competed at Spa and Zandvoort in 2024, will serve as the team next weekend.

The 19-year-old has now settled in well in his debut season in the world's most fiercely contested one-make cup: „I feel at home in the car. The retirements were a bit unfortunate. Now that I've improved further in qualifying, I want to improve my first lap. It's all about finding the right position in every possible situation.“ Something that can only be mastered with a lot of experience.

Colin will soon be able to gain more experience in the Porsche Carrera Cup Germany, which continues at the Nürburgring in mid-

August. „The top three in the overall rookie standings are not yet out of reach and would be a great result,“ says the driver from Isernhagen. Starting from the race at the Nürburgring, Colin will wear a new colour scheme. His Porsche 911 GT3 Cup, prepared by CarTech Motorsport, will roll onto the grid in turquoise. The agency DEINE LOBBY is expanding its collaboration with Colin and is now also taking over the marketing side. For this reason and in order to present new partners in the best possible way, the design of the vehicle will be adapted and the recognition value increased. New partners will be presented at the following races at the Sachsenring, Red Bull Ring and Hockenheimring.



COLIN'S NEXT RACES:

2-4 August Assen (NLD) Porsche Carrera Cup Benelux

16-18 August Nürburgring (DEU) Porsche Carrera Cup Deutschland

6-8 September Sachsenring (DEU) Porsche Carrera Cup Deutschland

27-29 September Red Bull Ring (AUT) Porsche Carrera Cup Deutschland

18-20 October Hockenheim (DEU) Porsche Carrera Cup Deutschland



That's Colin:

Colin Jamie Bönighausen („CJB“), born in Hanover (Germany) in 2005, has been involved in motorsport since he was ten years old. He is currently undergoing apprenticeship training to become a plant mechanic. Like many racing drivers, the driver from Lower Saxony began his motorsport career in karting. The title in the ROK Cup Germany as well as numerous victories and top results in the ADAC Kart Masters and the Rotax Max Challenge highlight Colin's career to date. In 2022, he switched from racing karts to racing cars. He celebrated immediate success in the Porsche 911 GT3 Cup car and won the Porsche Sprint Challenge Central Europe in both the Sprint and Endurance classifications. With third place overall in the Porsche Carrera Cup Middle East, he once again demonstrated his talent in the winter of 2023/2024. The 19-year-old is now competing in the Porsche Carrera Cup Deutschland.

More at www.cjb-racing.de

About DEINE LOBBY:

As a marketing agency, DEINE LOBBY supports numerous companies worldwide and always markets them at their best. Innovative strategies, creative content and unique campaigns are the essentials of DEINE LOBBY. In addition, the agency works with athletes, providing comprehensive marketing and public relations support to advance their careers and increase brand awareness. Colin and DEINE LOBBY are a perfect match, as the marketing agency started out in the automotive industry and has established itself as a leading brand. Now DEINE LOBBY supports Colin's entire racing team with marketing measures, management and PR work.

More at www.deinelobby.com

About VPD Racing:

Since 2010, VPD Racing from Adnet in Salzburg is a reliable partner for hobby racers and professional racers. The experienced team offers a wide range of products for kart racing, including a full-service center for chassis and motors as well as full support during race events. Colin Bönighausen is an official partner of the team and thus continues to benefit from VPD Racing's expertise and broad network. In return, he shares his experience with the team and thus supports their customers.

More at www.vpdracing.com