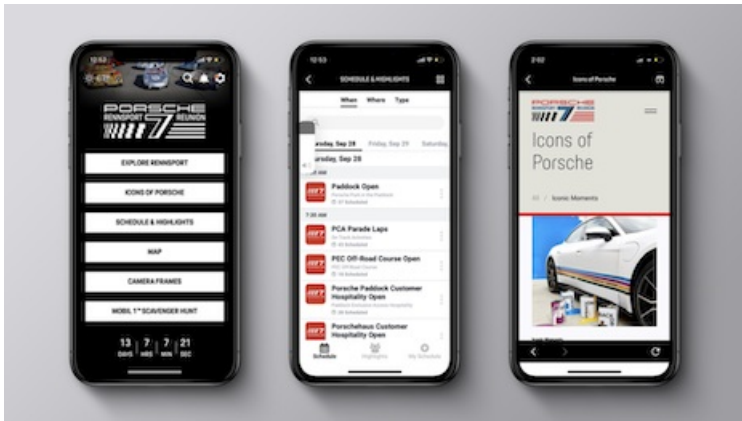


AUTOMOTIVE

'Rennsport Reunion 7 App' arrives ahead of world's largest Porsche gathering

September 20, 2023



Held at the WeatherTech Raceway Laguna Seca in California, organizers are expecting more than 80,000 visitors. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

In light of an upcoming event, one of German automaker Porsche's regional divisions is launching a new mobile tool.

Leaders are rolling out the "Rennsport Reunion 7" app, which will serve as a companion to an annual conference of the same name. Sharing up-to-date announcements with users, and allowing them the ability to create their own tailored schedules, Porsche Cars North America (PCNA) is revealing this innovation just in time for this year's Rennsport Reunion at the WeatherTech Raceway Laguna Seca in California, beginning this month.

"We have so many wonderful activities and surprises planned for our guests at Rennsport Reunion 7 that seeing them all takes careful planning," said Ayesha Coker, vice president of marketing at PCNA, in a statement.

"This app will help them create a personalized experience and learn more about the Porsche people and cars they are seeing."

Going mobile

Slated to run Sept. 28-Oct. 1, the largest gathering of Porsche fans in the world is expecting more than 80,000 visitors, according to the automaker, as it equips attendees with a new mobile app.

Using the download, guests can discover the physical event space virtually via an interactive map, learn more about the company and enjoy social media-friendly camera frames.

The Rennsport Reunion 7 racing schedule, as well as local dining and recreational recommendations, are also viewable by way of the build out.

Rennsport Reunion 7 is only two weeks away! [#Porsche](#) [#PRRVII](#) [#RennsportReunion](#)
[#WeatherTechRaceway](#) [#LagunaSeca](#) pic.twitter.com/1k0ZGjDJ3h

WeatherTech Raceway Laguna Seca (@WeatherTechRcwy) [September 15, 2023](#)

The app also allows for participation in a scavenger hunt sponsored by Mobil 1, giving those who engage the chance to win prizes.

Rennsport Reunion 7 can be accessed on [Google Play](#) or the [Apple App Store](#).

Porsche has been revving up for the occasion for months, collaborating with German sportswear brand Puma to release celebratory sneakers in August 2023 ([see story](#)).

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