

Jan 14, 2025

PSC Team Manager Meeting Notes

USAC State of the Business

Randy

Welcome to 2025

USAC continues to grow and develop with quite a few new programs and processes to come in 25. We continue our core mission to create a landscape in which team owners, partners, and tracks have tools and options to attract new customers;

- *examples:*
 - *aligning PSC, PCC, SRO and IMSA schedules*
 - *Careful consideration on logistics for team staff, assets,*
 - *USAC staff quality*
 - *New top tier venues (WGI, Atl)*
 - *Zero tolerance on technical anomalies; Improved competition*
 - *Most importantly: competitive, properly run, hassle free, and fun for your customers. Best competition team in the market.*

2025 Developments

- *Continued investment in Broadcast*
- *Several new teams either entered or showing interest*
- *New drivers*
- *Tracks interest in public, promoted events for more exposure*
- *PEC Refinement - John to walk through late*
- *Partnerships are strong*
 - *Existing partners have all continued*
 - *Addition of Sunoco (Lindsay to go through detail)*
 - *GPX/VBox*
- *PMNA / USAC Business relationship*
 - *Structure of programs: continuing to strengthen the partnership at the c-suite level*
 - *Example: Carrera Cup Hospitality*
- *New Al Kamel NA as timing provider*
 - *Best in class data and reporting (IMSA vs USAC)*
 - *Scot is primary selkins@alkamelna.com*
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- *Diversity in USAC partners (Open wheel, Prototypes, and more)*
- *New series launch with Ford*

Upcoming Event Information/Planning

Lindsay

- Updating 2025 communications list. If anyone needs to be added please email Lindsay Fox .
- Sebring
 - SR will come out later this week. Just confirming a few details.
- Sunoco Fuel Orders
 - Will remain the same as last year from a Team perspective. Order through Porsche Tickets
 - We will use local distributors who will deliver drums of fuel just like VP did.

Upcoming Events Administration

Nicole

- **Main Sites are still the same:**
 - porschelicense.com; porscheentry.com; porscheendurance.com
- STEP 1: porschelicense.com
 - Apply for a Driver's License... John Maesky will then review your license. Once approved I will then send you a welcome email.
- STEP 2: porscheentry.com
 - Porsche Sprint Challenge Events and USAC Test Days
 - Enter your USAC Membership Number (starts 15...) to open the page.
 - Once completed, I will send you an email confirmation.
- Credential compliance & distribution
 - Everybody has to have a credential - putting guidelines in place
- Entry deadlines before price increase
 - March 3 for PSCNA & PSCUW- Full Season Championship
 - Sebring Single Event Entry Deadline: 2/12/2024

Competition

John

- Weekend Formats
 - Team Manager meetings - Load in afternoon
 - Test Sessions, PSC P, Q, R's, then PEC P, Q, R
 - Lunch hours now just called "breaks" to not confuse with Hospitality
 - Sebring - Schedule posted
 - Sonoma - PSCNA Races first, wraps up Saturday
 - CotA- PSCUW races first, wraps up Saturday
 - Road Atlanta - PSC Race 2's over Sat AM, Full practice Sat Eve, Qual/Race Sunday

- Regulations Review -
 - No more Open Practices - Test Sessions only
 - Exploring mandatory Driver ID for all cars driven by coaches
 - Back up cars
 - Format and structure updates & tweaks
 - Not much red-line, but red lines exist for functional changes or updates significant enough to bring attention to
- PECNA
 - Race Lengths Confirmed as published
 - Sebring- 120 minutes, Sonoma & COTA- 90 minutes, Road Atlanta- 4 Hours
 - Sebring -
 - Sebring & Road Atlanta require fuel rigs
 - Max two mechanics for fuel & tire change, plus driver change assistant (&deadman for sebring/RA)
 - Consider which class you are entering for the year, with regards to the 4 hour (Am all season, then add a pro would throw the points off)

Marketing / Communications / Hospitality

Jack

- *Send over liveries if finalized for Broadcast & Website use*
- *Be on the lookout for Drivers Bio's form to be sent out in the next few weeks*
- *Growing partnership with GPX for in-car streaming. Must have a GPX unit to have the stream shown on the broadcast. USAC competitors will receive a special discount in the coming days.*
- *Full Season USA West AND Full Season Endurance entries will receive a FREE North America Sprint Challenge & USAC Test Day entry at Sebring*

PMNA: Jeremy

Series management

- New worldwide CI I will send logos shortly and a brand guide
- "Race Born"
- Pictures at Sebring and Spring Mountain
- Technical regulations

Tech support

- PMRSI
- General email
- Toolbox training

Contacts

- PMRSI: motorsport.porsche.us
- PMNA Techsupport: Techsupport@porschemotorsport.com
- Workshop: Workshop@porschemotorsport.com
- Parts: PMNAraceparts@Porschemotorsport.com
- Series or Porsche Questions: Jeremy.sundt@porschemotorsport.com