



PORSCHE

News Release

October 10, 2017

No. 72/17

Porsche Launches New Sports Car and SUV Subscription Program

Porsche Passport provides members with on-demand use of up to 22 model variants

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today introduced Porsche Passport, a new sports car and SUV subscription program, which provides members flexible access to Porsche vehicles via a mobile app.

This month-to-month subscription program offers frequent vehicle exchanges, unrestricted mileage, and on-demand access for up to 22 different Porsche models. In a new relationship with Clutch Technologies, LLC, Porsche Passport will conduct its pilot program in metro Atlanta, which is home to both companies.

“Our Strategy 2025 vision is to be the most aspirational brand in a new era of mobility and consumer expectations. Catering to customers’ desire to experience our sports cars in new ways is a part of our core strategy,” said President and CEO Klaus Zellmer of PCNA. “With Porsche Passport, we now offer our customers a simple and flexible driving solution at their fingertips.”

Porsche Passport provides white-glove vehicle delivery in metro Atlanta through two membership plans – “Launch” and “Accelerate.”

- “Launch”: Includes on-demand access to eight model variants such as the 718 Boxster and Cayman S, as well as the Macan S and Cayenne, for a monthly fee of \$2,000.
- “Accelerate”: Includes on-demand access to 22 model variants such as the Porsche 911 Carrera S, the Panamera 4S sports sedan, the Macan GTS and



Cayenne S E-Hybrid SUVs, in addition to the vehicles offered in the “Launch” package, for a monthly fee of \$3,000.

Membership plans include vehicle tax and registration, insurance, and maintenance, as well as detailing, for the fixed monthly fee. To sign up, Atlantans can download the Porsche Passport app available on Apple and Android devices to apply for membership. Both plans require a one-time activation fee of \$500, and membership approval is dependent on a background and credit check. Once approved, the vehicle will be delivered to the member’s requested location in metro Atlanta beginning November 2017. Users can schedule same day or future vehicle exchanges through the Porsche Passport app.

“Porsche Passport will provide increased choice and flexibility for new target groups in the Atlanta market,” said Vince Zappa, President of Clutch Technologies. “Clutch is proud to be the enabling technology behind the service.”

Clutch’s technology platform will manage customer interaction as well as the end-to-end service delivery for Porsche Passport. The possibility of future market expansion will be determined after the pilot program. For more information about Porsche Passport, visit www.porschepassport.com or call 404-800-3173.

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 911, 718 Boxster and 718 Cayman sports cars; Macan and Cayenne SUVs; and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 300 people who provide parts, service, marketing, and training for 188 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's nearly 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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