



PORSCHE

Press Release

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Joint offer valid from today on

Discounted entry to the Mercedes Benz Museum for Porsche Museum ticket

holders

Stuttgart. As an automotive city of distinction, Stuttgart is also home to two of the most spectacular car museums. Given that a visit to both museums is a highly attractive proposition, the Mercedes-Benz Museum and the Porsche Museum are launching a new offer: until 30 December, visitors presenting an entrance ticket to one of the museums will get 25 percent off the regular ticket price of €8 (making €6) or on the concessionary price of €4 (making €3). The offer is being launched to coincide with the start of the summer holidays in Baden-Württemberg.

The Porsche Museum and the Mercedes-Benz Museum will be swapping two of their classics in August: a Mercedes-Benz W 111 230 S from 1966 will be on display in front of the Porsche Museum in Zuffenhausen (opened in 2009) while the Mercedes-Benz Museum in Bad Cannstatt (opened in 2006) will host a Porsche 911 Carrera 2.7 from 1975. The two "ambassador" cars are being swapped to promote a visit to both museums.

"Stuttgart has not one but two great car museums. It's unique and a real stroke of luck. Many visitors tell us that the museums are the only reason they travel to Stuttgart. We are honouring this with a joint campaign," says Christian Boucke, Head of Mercedes-Benz Classic and Customer Centre. "The two museums complement each other perfectly as visitors can experience the history of the two brands like nowhere else. Giving car enthusiasts from all over the world this added value was just a matter of time. This collaboration also emphasises the good neighbourly

relations between the Mercedes-Benz-Museum and us, the Porsche Museum", adds Achim Stejskal, Head of the Porsche Museum and Historic PR.

The Mercedes-Benz Museum brings the Mercedes-Benz legend to life – and with it the history of individual mobility. The multi-award-winning building designed by the Dutch architecture firm UN Studio Ben van Berkel has been home to some 160 vehicles and more than 1500 other exhibits for the past ten years. The architecture and the exhibition concept complement each other right down to the last detail: on nine levels, paths wind in the shape of a double helix along a time axis stretching from the invention of the motor car by Carl Benz and Gottlieb Daimler in 1886 to the present day. The Mercedes-Benz Museum is celebrating its tenth anniversary throughout this year by staging a number of events as well as a special E-Class "Masterpieces" exhibition. The Mercedes-Benz Museum is open daily from Tuesday to Sunday, 9.00 a.m. to 6.00 p.m. For more information, visit www.mercedes-benz-classic.com/museum.

The Porsche Museum, located at the heart of the company's headquarters in Zuffenhausen, has been presenting the automotive history and fascination of Porsche in inimitable style since 2009. More than three million people have visited the exhibition comprising around 90 vehicles since the museum opened seven years ago. The exhibits are changed regularly, which helps give the exhibition a dynamic feel: almost all of the vehicles are drivable and are used as a "mobile museum" at historic racing events and presentations worldwide. Visitors can therefore also experience live how the Porsche Museum workshop restores classic cars and prepares them for use. Furthermore, the museum introduced a twelve-metre-long touchwall in early 2016, inviting visitors to take a virtual trip in time through the company's history. Plus, at the end of the tour, the "Porsche in the Mix" sound installation offers visitors a dynamic, audio-visual experience by enabling them to compose their own piece of music based on seven Porsche models. The Porsche Museum is open daily from Tuesday to Sunday, 9.00 a.m. to 6.00 p.m. For more information, visit www.porsche.com/museum.

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