



PORSCHE

News Release

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## **Porsche Drive subscriptions and rentals mark fifth anniversary**

*High-flexibility, low-commitment access to a dream car now available in 15 U.S. cities*

**Atlanta.** Porsche Drive, the sports car maker’s vehicle subscription and rental program, is celebrating its fifth anniversary this month. Launched in 2017, the app-based service opens a new way to experience Porsche cars in addition to leasing or purchasing. Porsche Drive features all seven models – from the iconic 911 and all-electric Taycan to the best-selling Macan and sleek Panamera – on both a subscription and rental basis. The program that started with a single-city pilot in Atlanta has grown to be offered by Porsche dealerships in [15 U.S. cities](#), with more to come. Details of further expansion locations will be shared in due course.

“We are all proud of the continued success of the program, with 80 percent of the customers of Porsche Drive being new to the brand,” said Kjell Gruner, President and CEO of Porsche Cars North America Inc. (PCNA). “Even if you haven’t owned a Porsche, the design and performance are unmistakable and experiencing that, often for the first time, is really something special.”

Today more than ever, consumers increasingly want individual choice and access via their mobile devices to the services that matter in their daily lives. The program gives customers a choice of vehicle and duration to fit their lifestyle; for a day, a week or a month at a time, with more flexibility and less commitment. To date, more than 2,000 customers have participated in the subscription and rental programs, combined.

“What we hear is that subscribers like the versatility, both the choice of models and the option to rent or subscribe. It works whether you want a 911 for a special night on the town or a Cayenne for a trip up to the mountains,” says Gruner.



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To participate, customers download the Porsche Drive app, apply, then select and schedule their requested Porsche vehicle. A concierge team is available during each step. Once scheduled, a dealership concierge will then deliver the vehicle to the customer's home within a 20-mile service area. Pricing and delivery depends on which program is selected. [Click here to learn more.](#)

#### **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 the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. 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 supports 195 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's more than 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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#### **About Porsche Drive**

Porsche Drive, founded in 2017, and based in Atlanta, Georgia, is the mobility services provider for Porsche in the United States. Porsche Drive provides short-term, flexible, on-demand access to the full range of Porsche car models via the Porsche Drive app with subscription and rental terms ranging from 1 day to 12 months. Porsche Drive is dedicated to providing flexible access to the brand for customers who want the Porsche experience with easier access, less commitment, and increased flexibility – at its core, Porsche Drive puts the Porsche of your dreams on demand.

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