



PORSCHE

Porsche Experience Center and Headquarters Fact Sheet

CORPORATE HEADQUARTERS FACT SHEET

Located in the southern metropolitan district of Atlanta, Georgia, this one-of-a-kind facility showcases a commitment to both design and functionality and serves to provide an incomparable experience among all other automotive brands in the world. Beyond its captivating architecture, One Porsche Drive invites customers, business partners and brand enthusiasts to celebrate every aspect of Porsche. In addition to its corporate offices, the headquarters is also home to an industry first in North America – the Porsche Experience Center, which features a module-based 1.6 mile driver development track. The venue is also home to a Human Performance Center, Business Center, Classic Car Gallery and Restoration Center and the Porsche Exclusive – Personal Design Studio. Rounding out the experience center are a Driving Simulator Lab, the Porsche Driver’s Selection Store, the Carrera Café and Restaurant 356 for the ultimate fine-dining experience.

Location

- Cities of Atlanta and Hapeville, Georgia; the track is partially in Clayton County
- Adjacent to Hartsfield-Jackson Atlanta International Airport
- Porsche is the first company to break ground at the 130-acre “Aerotropolis Atlanta” development site
- Conveniently located off I-75, at the southwest corner of Porsche Avenue (formerly Henry Ford II Avenue) and I-75

Investment

- Approximately \$100 million dollars

Facilities at a Glance

- 27.7-acre complex includes:
 - Porsche U.S. headquarters offices
 - Porsche Experience Center
 - Porsche Technical Training Center
 - Fine-dining at Restaurant 356



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MILESTONES

Since 1998, Porsche Cars North America has called Atlanta home. However, in 2010, the company began its search for a new U.S. headquarters location. After considering more than 70 alternative locations in three states, Porsche chose the Atlanta Aerotropolis development site to plant new roots and grow without limits for years to come.

Timeline

- Groundbreaking Ceremony: November 2012
- Driver development track graded and ready for paving: August 2014
- One Porsche Driving Grand Opening: May 7, 2015
- Porsche Experience Center Grand Opening: June 2, 2015

Construction Highlights

- The facility was designed by architect HOK
- Whiting-Turner is the general contractor
- Over 2,000 people have worked on the project in some capacity
- Building structure consists of three levels of below grade parking with four levels of office and event space above grade
- A total of 550 parking spaces are available
- 13,000 square feet of event and meeting space
- The building includes approximately 220,000 gross square feet of interior conditioned area and approximately 14,000 gross square feet of structured exterior terrace
- 27,000 cubic yards of concrete (3,000 concrete trucks) were poured to make up the main concrete frame of the building
- 500 tons of steel were placed to make up critical elements of the building
- 650 deep foundation piles were drilled a depth averaging 60 feet deep to support the structure
- 225,000 cubic yards of dirt have been moved to form the track (15,000 dump trucks)



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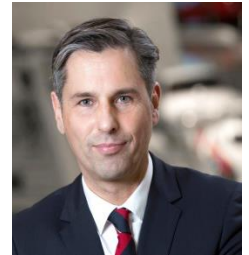
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CORPORATE HEADQUARTERS

With over 400 employees expected to work at Porsche's new North American corporate headquarters, One Porsche Drive is envisioned to be the most aspirational workplace in the world. It presently houses Porsche Cars North America, Porsche Financial Services, Porsche Consulting and Mieschke Hofmann and Partner (MHP). The new facility proves to be more than just an office space complete with ergonomic workspaces, a gourmet cafeteria and fitness center.

Porsche Cars North America

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA moved to One Porsche Drive in January 2015. Serving as an inspirational workplace for Porsche employees, PCNA's new corporate office is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track. The venue is also home to Human Performance Center, Business Center, Classic Car Gallery and Restoration Center and the Porsche Exclusive – Personal Design Studio. In addition, the experience center also includes a Driving Simulator Lab, the Porsche Driver's Selection Store, the Carrera Café and Restaurant 356 for the ultimate fine-dining experience. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 186 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.



Klaus Zellmer
President and CEO

Porsche Financial Services

Porsche Financial Services (PFS) was established in 1991 as Porsche's North American captive finance company to provide financing and leasing of Porsche vehicles through the authorized Porsche dealer network in the US. In 2003, PFS expanded to Canada to provide financial services to this growing Porsche market. Beginning in 2012, PFS expanded its business further to provide financing and leasing for Bentley, Lamborghini and Bugatti vehicles in the U.S. and Canada through Bentley Financial Services, Lamborghini Financial Services and Bugatti Financial Services, respectively. Due to growing sales, PFS now manages a portfolio in excess of \$3.1 billion, and employs over 80 people dedicated to providing outstanding customer service to 275 authorized dealer clients and approximately 42,000 customers. PFS relocated its corporate headquarters from suburban Chicago, IL to Atlanta, GA in June, 2013 and now resides at One Porsche Drive.



Ross Dupper
President and CEO



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Porsche Consulting

Porsche Consulting GmbH is a subsidiary of the sports car manufacturer Dr. Ing. h.c. F. Porsche AG, Stuttgart. The company has more than 370 employees at its offices in Bietigheim-Bissingen, Hamburg, Milan, São Paulo, Atlanta, and Shanghai. Around the world, the experts for operational excellence advise corporations and medium-sized enterprises from the automotive industry, aeronautics and aviation, and in mechanical and plant engineering. Other clients can be found in construction, the consumer goods industry and in the retail and service sectors.



Dr. Norman L. Firchau
President and CEO

Mieschke Hofmann & Partner

Mieschke Hofmann & Partner Group (MHP) provides process and IT consulting services to Porsche and the larger automotive community. With 1,250 employees in four countries, MHP generated \$210 Million in revenue in 2014, 40 percent coming from the Volkswagen Group and 60 percent from the outside market including customers such as Daimler, BMW, JLR, Bosch or Continental. For its consulting services, MHP focuses on five key areas: the connected car, customer journeys, business analytics and big data, the smart factory and mobility, and the internet of things. The core competencies of MHP lay in bridging the digital and the business world by leveraging available technologies to create a lasting positive economic impact for its customers. With this approach, MHP is leading the digital business transformation in automotive.



Hagen Radowski
President and CEO



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PORSCHE EXPERIENCE CENTER FACT SHEET

As the first automotive experience center to open in North America, The Porsche Experience Center in Atlanta is a destination where customers and enthusiasts alike can immerse themselves in the Porsche brand. The highlight of the facility is the 1.6 mile driver development track consisting of six different modules designed to simulate everyday driving conditions and provide more challenging environments to experience the thrill of driving a Porsche. The venue is also home to a Human Performance Center, Business Center, Classic Car Gallery and Restoration Center and the Porsche Exclusive – Personal Design Studio. In addition, the experience center also includes a Driving Simulator Lab, the Porsche Driver's Selection Store, the Carrera Café and Restaurant 356 for the ultimate fine-dining experience.

Driver Development Track

- The track consists of six driving modules:
 - Handling Circuit: A 1.6 mile handling course designed to mimic winding country road with a number of corners and undulations. Here, a driver will learn the finer points on choosing the correct path when negotiating the curves and proper application of accelerating and braking technique.
 - Kick Plate: Tests vehicle control skills when encountering a skid or spin. The kick-plate is a flush-mounted, hydraulically actuated plate placed before a wetted epoxy surface. As a vehicle travels over the plate at a safe rate of speed, sensors move the plate randomly left or right to mimic sliding that might occur during inclement weather conditions.
 - Off-Road Course: Features 21 different off-road obstacles including a 1:1 ratio hill climb and a 45-degree vertical descent challenge to demonstrate the expansive capabilities of a Cayenne's off-road engineering and safety technology.
 - Dynamics Area: Tests the speed, agility and lane-change performance on a large asphalt pad designed to simulate unique maneuvers you may encounter during your daily driving.
 - Low-Friction Circle: Provides over-steer capabilities of a Porsche vehicle at the low-friction circle with uniform inward slope and polished concrete surface.
 - Low-Friction Handling: A similar polished concrete surface as the Low-Friction Circle, except it introduces a series of unique, tight curves, with a mixture of various radius types on-and-off camber corners
- Extensive 77 vehicle fleet with core products.
- Customers can book various driver experiences through porschedriving.com.

Human Performance Center

- A leading sports science laboratory with unparalleled facilities and programs designed to maximize personal fitness, nutrition, wellness and athletic performance
- Offers training programs incorporating the latest techniques used in preparing Porsche race car drivers for the grueling demands of endurance sports car competition
- Uses state-of-the-art laboratory testing equipment to assess your individual sport fitness profile
- Customized programs range from heat acclimation to nutrition and hydration strategies



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Driving Simulator Lab

- Cost effective introduction to driving and racing
- Links driver training and coaching to safety and driving enjoyment
- Brings to life the visual thrill of driving on top-level racetracks around the world
- Intentionally designed to replicate characteristics of famous circuits
- Uses highly responsive actuators and algorithms to create realistic driving experience
- Helps engineers and drivers optimize car setting prior to a race
- Provides a fun entertainment option for those simply seeking something different

Porsche Exclusive – Personal Design Studio

- Gives customers the opportunity to build their most personal Porsche
- Offers a wide selection of leather, paint samples and specialty parts
- Personal Design Specialists on hand to support customer in design process

Business Center

- 1st floor includes five board rooms; prices range from \$500 - \$800 per day
- 2nd floor includes two conference rooms; prices range from \$1,500 - \$3,000 per day
- Can accommodate multiple groups simultaneously
- Includes various seating configurations, Wi-Fi, and state-of-the art audio/visual equipment
- Full service catering available for an additional fee
- Unique architecture with a stunning backdrop for any event
- Room reservations along with corporate and special event inquiries can be made at porschedriving.com

Classic Center Gallery & Workshop

- Includes an exhibition gallery featuring vehicles from the Porsche Museum and significant private collections as well as a customer gallery.
- Classic Gallery (B2) features storage for customer Porsche Classic vehicles from our Classic Workshop along with awaiting new vehicle deliveries fresh from the Porsche factory.
- Features a warm and inviting Heritage Archive & Library for PCNA of historical documents, books and memorabilia along with donations and loans from private individuals.
- Includes a Porsche Legends Signature Wall of notable visitors to One Porsche Drive.
- Classic Workshop provides mechanical services to customer vehicles that fit the definition of Porsche Classic - ten years old and out of production (Includes 986 Boxster, 996 Carrera, Carrera GT and Porsche Number One).
- The Classic Center Gallery & Workshop clearly expresses Porsche's commitment to their history and heritage and to those Porsche enthusiasts who aim to keep their classic in top running condition.



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New Vehicle Delivery Program

- Offers a remarkable experience and atmosphere to celebrate the acquisition of the customer's latest factory order, new Porsche.
- Includes vehicle orientation with New Vehicle Delivery Specialist, drive experience on the Driver Development Track in a Porsche similar to the customer's new vehicle, a tour of One Porsche Drive and lunch for two in Restaurant 356.
- The program is "no additional charge to the customer or the selling dealer partner."

Restaurant 356

- A contemporary world-class fine-dining experience
- Interiors inspired by the design of the legendary 356 vehicle
- Open to the public on June 2, 2015

Carrera Café

- Barista-style café featuring a selection of coffees, drinks and light fare
- Features a pendant light that is inspired by the stick shift of early 911 vehicles
- Décor includes three graphic column wraps that display Porsche's historic race imagery
- Houndstooth fabric wrapped panel reminiscent of certified upholstery material first used in early models



PORSCHE

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TECHNICAL TRAINING CENTER FACT SHEET

The Technical Training Center supports 189 Porsche dealerships within the United States and 16 dealerships in Canada administering training for over 1,000 technicians. Technical training is provided for Porsche's latest models.

Technical Training Center Facts

- Hires technicians through Porsche Technology Apprenticeship Program (PTAP)
- Scope of training ranges from general servicing and specialized system repair to:
 - Fuel
 - Ignition
 - Electrical
 - Chassis systems
 - Internal component overhaul for engines
 - Transmissions
- Fully equipped with state-of-the-art Porsche vehicle alignment and tire equipment
- Includes Porsche Approved Collision Center (PACC) for training on proper repair techniques
- Atlanta staff consists of one PTAP instructor, two technical trainers, one PACC facilities coordinator and one PTAP program supervisor