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Media Fact Sheet

Porsche Experience Center Los Angeles

PORSCHE EXPERIENCE CENTER OVERVIEW

Located in the heart of Southern California, this one-of-a-kind facility showcases a commitment to both design and functionality and serves to provide an incomparable experience anywhere. Beyond its captivating architecture, the Porsche Experience Center Los Angeles (PEC LA) invites customers, business partners and brand enthusiasts to celebrate every aspect of Porsche. The PEC LA is also home to a Porsche Motorsport North America, a Retail Center, Porsche Exclusive – Personal Design Studio, Driving Simulator Lab, the Porsche Driver Selection Store, the Speedster Café and Restaurant 917 for the ultimate fine-dining experience.

Location

- City of Carson in the heart of Los Angeles County
- Adjacent to the 405 Freeway and 110 Freeway
- This 53-acre facility is conveniently located for all Southern California enthusiasts

Investment

- Approximately \$60 million dollars

Grand Opening

- November 15, 2016

Facility at a Glance

- 50,000 square foot building
- Shared space with Porsche Motorsport North America
- 53-acre complex includes:
 - Driver Development Track
 - Business Center
 - Fine-dining Restaurant 917
 - Speedster Café
 - Exclusive Design Studio
 - Simulator Laboratory



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Media Fact Sheet

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MILESTONES

Timeline

- Construction commencement: May 2014
- Grand Opening: November 15, 2016

Construction/Facility Highlights

- The building includes approximately 50,000 SF of interior conditioned space
- The building includes over 8,000 SF of event space
- Over 337,000 cubic yards of earth (24,000 dump trucks) were imported and moved to form the track
- The track incorporates over 23,000 tons of asphalt, 4 miles of underground drainage, over 22 miles of underground electric cable, and an 88,000 gallon recycled water tank to supply the wetted track modules
- The facility has a total of 250 customer parking spaces, plus 140 event car parking spaces
- The project will be LEED Certified, incorporating sustainability features including low VOC materials, high efficiency HVAC systems, recycled water use, and LED lighting
- The facility uses recycled water for the wetted track modules, and for the landscape irrigation
- The facility has a total of 15 electric vehicle charging stations



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Media Fact Sheet

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PORSCHE EXPERIENCE CENTER FEATURES

As the second automotive experience center to open in North America, the PEC LA is a destination where customers and enthusiasts alike can immerse themselves in the Porsche brand. The highlight of the facility is the near 4-mile driver development track consisting of eight different modules designed to simulate everyday driving conditions and provide more challenging environments to experience the thrill of driving Porsche sports cars. The venue is also home to a Business Center, Porsche Exclusive – Personal Design Studio, Driving Simulator Lab, the Porsche Driver Selection Store, the Atrium, the Speedster Café and Restaurant 917 for the ultimate fine-dining experience.

Driver Development Track

- Extensive vehicle fleet with entire range of vehicles, including the 911, Panamera, 718 Boxster, 718 Cayman, Macan and Cayenne.
- Customers can book various driver experiences through porschedriving.com
- The track consists of eight driving modules:

Launch Control/Acceleration Straight

The Acceleration Straight provides a safe and controlled environment to fully explore how a Porsche accelerates using launch control with an added twist. Near the end of the nearly 3/4 mile straight, a replica of the Karussell (Carousel), the famous banked curve on the Nordschleife (North Loop) of the Nürburgring.

Kick Plate

The Kick Plate is a computer-controlled hydraulic plate, set flush to the road surface, designed to induce loss of rear wheel traction, putting the car into a skid or spin. The driver will be taught the correct technique to 'catch' the slide and bring the car under control.

Ice Hill

The Ice Hill simulates an icy mountain road where a driver is likely to lose control up or down the hill. Ice Hill has a 7% slope, computer-controlled water jets and a low friction surface. This combination provides a unique and challenging scenario to test even the most experienced of drivers.



PORSCHE

Media Fact Sheet

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Two Handling Circuits

A 1.3 mile handling course, combining the Eastern and Western Loop, is designed to mimic a country road with a number of corners and undulations. Here, a driver will learn the finer points on choosing the correct line when negotiating the curves and proper braking technique. The Handling Circuits have been designed not as a race track but as a challenging country road. Using the contours of the land we have created a flowing series of corners and undulations that all offer very different challenges for both car and driver. Visitors will learn the correct lines and braking points.

Low Friction Circle

The Low Friction Circle consists of highly polished concrete on a wet surface that in turn creates an ideal environment to provoke, correct and hold oversteer at all speeds. This module is 300 feet in diameter.

Off-Road

The Off Road course is designed to show how the technical systems on the Porsche Cayenne or Macan work in off-road conditions. With 45% declines and ascents, rough terrain and unfeasible side slopes that challenge even the most focused 4x4s, the Cayenne and Macan are more than capable of conquering the toughest obstacles. After ascending to the top of a 25-foot hill, drivers are rewarded with a spectacular vantage point of the entire facility.

Low Friction Handling Course

The Low friction handling course consists of a polished concrete surface with many curves to provide a situation where a vehicle can be placed in a oversteer condition. The polished concrete, demonstrates a low traction but dry surface condition.

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



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Media Fact Sheet

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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 touches
- Personal Design Specialists on hand to support customer in design process

Business Center and Conference Facilities

- Unique architecture with a stunning backdrop for any event
- Board rooms; prices range from \$375 to \$1750 per day
- Can accommodate multiple groups simultaneously
- Includes various seating configurations, Wi-Fi, and state-of-the art audio/visual equipment
- Full-service catering
- Room reservations along with corporate and special event inquiries can be made at porschedriving.com

Special Event Venue

- 6,000 SF main event space
- Can accommodate approximately 450 guests seated, 650 theater style and 850 cocktail style
- Includes various seating configurations, Wi-Fi, and high-tech audio/visual equipment
- Multiple breakout rooms for event needs

Restaurant 917

- A contemporary fine-dining experience
- Interiors inspired by the French countryside for a feel of the Le Mans race
- Private dining room with a balcony that overlooks the development track

Speedster Café

- Barista-style café featuring Starbucks coffee, drinks and light fare
- Features design and décor inspired by the classic Speedster
- Open to the public during regular business hours



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Media Fact Sheet

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RESTAURANT 917

Located on the second level of the Porsche Experience Center in Los Angeles, with stunning views of the 4.1-mile driver development track, Restaurant 917's sleek and modern setting echoes Porsche's world-class design aesthetic. The name and decor were inspired by the legendary 917 racecar, which gave Porsche its first overall wins at the 24 Hours of Le Mans in 1970 and 1971. Restaurant 917's refined seasonal menu is composed of ingredient-driven dishes that merge diverse flavors, inventive techniques, and playful compositions. A unique fine-dining experience worthy of a special trip or serving as the perfect finish to an adrenalin-packed day, it is also an unforgettable venue for special celebrations and meetings.

Executive Chef Matt Lee

Most recently the Executive Chef for the Restaurant at the Getty, Matt Lee has a quiet passion for culinary integrity and innovation. His exquisite eye for detail is evident in everything from his careful flavor composition to the stunning and playful visual presentation of each element on the plate. At Restaurant 917, fresh, locally caught fish and other seafood complement his mastery of traditional steak, chicken, and pork offerings, which he tends to balance with a bright vegetable accompaniment. Matt began his career at the age of 16 prepping seafood and vegetables in a sushi bar. After high school he attended the California School of Culinary Arts in Pasadena, then went straight into fine dining, as Sous Chef at the historic and award-winning Saddle Peak Lodge in Calabasas, CA. Under the mentorship of then-Saddle Peak Executive Chef Warren Schwartz, Matt first fell in love with cooking seasonally and locally. In 2007, he joined Bon Appétit Management Company as Sous Chef at the Getty Villa and in 2015 was promoted to Executive Chef of the Restaurant at the Getty. At the Getty, Matt created vibrant seasonal menus that consistently landed the Restaurant on Trip Advisor's Best Restaurants in L.A. list and on national lists such as Fodors for Best Museum Restaurants, and frequently handled catering for large, high-profile dining events serving as many as 2,500 people. His favorite Porsche is the GT3 RS.

General Manager Oliver Alexandre

Originally from Nimes, France, Oliver Alexandre holds dual MBA degrees in hospitality and tourism management as well as international hotel management, giving him a deep understanding of fine dining operations. Leaving his native France for Los Angeles, Oliver joined the Patina Restaurant Group in 2014 as restaurant manager for Nick & Stef's Steakhouse, during which time the restaurant was recognized by Thrillist as Los Angeles' best steakhouse. In 2016, Oliver relocated to Bora Bora, French Polynesia, to explore resource management and sustainability through restaurant operations. Upon his return to the USA, Oliver became a certified sommelier to further enhance his knowledge of wine and develop a deeper understanding of his passion for fine dining. Oliver has managed dining operations at Los Angeles' iconic Hollywood Bowl and Descanso Gardens, creating guest programming that ranged from culinary classes and wine dinners to an outdoor dining series. Oliver brings a wealth of diverse



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Media Fact Sheet

Porsche Experience Center Los Angeles

experience to Restaurant 917 including an innate skill for hospitality and a passion for creating unique and memorable guest experiences.

Pastry Chef Eunbee Lee

Eunbee Lee graduated from the Culinary Institute of America in New York in 2014. After a stint at the Walt Disney Concert Hall in Los Angeles, she joined Executive Chef Matt Lee at the Restaurant at the Getty before moving to Restaurant 917. Her careful attention to surprising textural and flavor combinations makes the dessert course at Restaurant 917 a can't-miss experience.

Address

19800 S. Main St, Carson, CA 90745

Website

www.restaurant917.com

Phone Number

(770) 290-7917 (Local phone number in progress)

Facebook

<https://www.facebook.com/restaurant917/>

Instagram

@restaurant917

Seating Capacity

- 76 in restaurant
- 12-14 in private dining room

Hours

- Lunch: Tuesday - Saturday 11:30 a.m. to 3:00 p.m.
- Dinner: Thursday - Saturday 5:30 to 8:30 p.m.

Parking

Free



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Porsche Motorsport North America Fact Sheet

PORSCHE MOTORSPORT NORTH AMERICA

Porsche Motorsport North America (PMNA) now calls the 53 acre campus of PEC LA home. PCNA is the only authorized sales, parts & service provider for all Porsche racecars such as the 911 GT3 Cup, 911 GT3 R and Cayman GT4 Clubsport in the United States and Canada. PMNA also provides engine and transmission servicing, on-site race support at multiple international racing series as well as support for historic motorsport activities including full restoration services.

Under One Roof

- By having many Porsche entities under one roof creates synergies naturally.
- Visitors to PEC-LA's Driver Development Track or Restaurant 917 can view restorations and other racecar servicing live through glass partitions.

Racecar Sales

- PMNA sold 146 race cars in 2016, divided between the IMSA WeatherTech, IMSA Continental Tire, Pirelli World Challenge and GT3 Cup Challenge Series in both the United States and Canada. Porsche is the largest manufacture of racecars, worldwide.

Current Racecar Service

- Approximately 90 engines are completely rebuilt by PMNA a year, complete with Dynamometer testing

Historic Racecar Service

- From engine servicing and transmission rebuilding to complete restorations, PMNA supports vintage racecars as well.