



**PORSCHE**

**Media Fact Sheet**

**Porsche Experience Center Los Angeles**

**PORSCHE EXPERIENCE CENTER OVERVIEW**

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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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**MILESTONES**

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**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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#### **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](https://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.

#### **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.



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#### **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

#### **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



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**Address**

19800 S. Main St, Carson, CA 90745

**Website**

[www.restaurant917.com](http://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

**Parking**

Free



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## **Porsche Motorsport North America Fact Sheet**

### **PORSCHE MOTORSPORT NORTH AMERICA**

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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.