



PORSCHE

News Release

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## Porsche celebrates driven women on International Women's Day

*Women and their mentors invited to special track driving experience at Porsche Experience Centers in Atlanta and Los Angeles*

**Atlanta, Georgia.** Empowerment comes in many forms – including getting behind the wheel of a Porsche sports car. To mark International Women's Day, Porsche will host an invitation-only driving event for high-achieving women and their female mentors at the Porsche Experience Centers in Atlanta and LA. The 90-minute driving experiences with expert coaching mark the first time the two U.S. Experience Centers are commemorating International Women's Day with a dedicated program.

"This celebratory event was designed to create a rewarding experience that empowers women to celebrate their success with those who guided their trajectory," said Ayesha Coker, Director of Experiential Marketing at Porsche Cars North America, Inc. (PCNA). "We're honored to host these inspiring women at our first International Women's Day event."

During the program, around 60 invited guests – each with mentors of her choice – will have the opportunity to drive the first all-electric sports car from Porsche, the Taycan Turbo S and Taycan Turbo, as well as the 911 Carrera S. Social distancing and masking will be observed and each guest will drive solo in their car, with the drive coach leading in a separate car and communicating via radio.

"Women play an integral part in the success of Porsche," said Erika Burk, Vice President of Human Resources at PCNA. "The Porsche Experience Centers on both coasts – which represent the largest investment to date outside of Germany at \$160 million – are entirely managed by women. It's these leadership roles at Porsche that we believe help move the needle for women in the car world today."

In addition to the International Women's Day program, PCNA released a short film profiling some of the driven women at the core of its operations. These women have not only helped shape the success of the German marque in America, but they continue to



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influence the future of the automotive industry every day. The film premiered today on The Porsche [YouTube channel](#).

**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 192 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 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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