



PORSCHE

## Porsche Experience Center Fact Sheet

### PORSCHE EXPERIENCE CENTER FACT SHEET

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As the first of its kind 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 Heritage Gallery, Classic Factory Restoration Workshop and the Porsche Exclusive Manufaktur - 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-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 (*temporarily unavailable*).
  - 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](https://porschedriving.com).



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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.
- Upgraded VR experiences add another dimension to the experience.
- Ideal for team-building.

### **Porsche Exclusive Manufaktur – Personal Design Studio**

- Gives customers the opportunity to build their most personal Porsche.
- Offers a wide selection of leather, paint samples and specialty parts.

### **Heritage Gallery and Classic Factory Restoration Workshop**

- The Heritage Gallery is an exhibition-style gallery displaying Porsche vehicles from significant collections.
- Features an inviting PCNA Heritage Archive & Library 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.
- The Porsche Classic Factory Restoration Workshop is the only one of its kind outside of Germany. It provides mechanical restoration services to customer vehicles that fit the definition of Porsche Classic, meaning 10 years out of series production, ranging from the 356 to the Carrera GT.

### **New Vehicle Delivery Program**

- Offers a remarkable experience and atmosphere to celebrate the acquisition of the customer's latest factory order.
- Includes a private vehicle orientation with a 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 available to those customers purchasing a new vehicle at the time of the configuration.



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#### Restaurant 356

- A contemporary world-class fine-dining experience featuring seasonal menus and daily specials.
- Interiors inspired by the design of the legendary 356 vehicle.
- Unforgettable views of the 1.6-mile driver development track and Atlanta's Hartsfield-Jackson Airport.
- Open for lunch Tuesday-Saturday from 11:30 am to 2:30 pm.
- Open for dinner Tuesday-Saturday with reservations via Open Table from 5:30 pm-8:30 pm.

#### Carrera Café

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

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### TECHNICAL TRAINING CENTER FACT SHEET

The Technical Training Center supports 191 Porsche dealer partners and administers training for over 1,100 technicians. Technical training is provided for the latest Porsche models and also takes place in Easton, PA, and Eastvale, CA.

#### Technical Training Center Facts

- Trains current technicians on new systems as well as aspiring technicians through the Porsche Technology Apprenticeship Program (PTAP).
- Scope of training ranges from general servicing to specialized system repair, including:
  - Fuel
  - Ignition
  - Electrical
  - Chassis systems
  - Engine
  - Transmission
- 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.



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**PORSCHE EXPERIENCE CENTER ATLANTA CONTACT INFORMATION**

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**Website**

[www.porschedriving.com](http://www.porschedriving.com)

**Phone Number**

Main Contact Number: (888) 204-7474

**Email**

General Information: [PECATLinfo@porsche.us](mailto:PECATLinfo@porsche.us)

Group & Corporate Events: [PECATLevents@porsche.us](mailto:PECATLevents@porsche.us)

Retail Store: [PECATLretail@porsche.us](mailto:PECATLretail@porsche.us)

**Facebook**

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

**Instagram**

[@PECATL](https://www.instagram.com/PECATL)

**Main PEC Atlanta Hours**

- Wednesday – Saturday, 9:00 AM – 6:00 PM; and first Sunday of each month
- Drive Sessions: 9:00 a.m., 11:00 a.m., 2:00 p.m., 4:00 p.m.
- Demonstration Laps: 12:30 p.m., 5:30 p.m.

**Parking**

Free