



PORSCHE

Press release

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New building project in Stuttgart

Porsche Design Tower and new Porsche Centre at the Pragsattel in Stuttgart

Stuttgart. New building project of Porsche and Porsche Design in Stuttgart: together with its subsidiary, the sports car manufacturer is planning to build a Porsche Design Tower and a new Porsche Centre directly at the Pragsattel, an important traffic hub in the north of the city. The planning application will be submitted on 21st December. The idea is to start construction already in the first half of 2019. The company estimates that construction of the Porsche Centre will take two and a half years, and the tower should be completed around one year later. "With this building project at the Pragsattel, we are creating a landmark for Porsche in our home city of Stuttgart. With its height of around 90 metres, the Porsche Design Tower will be one of the tallest office and residential buildings in Stuttgart and will enrich the cityscape with its timeless architecture," says Lutz Meschke, Deputy CEO of Porsche AG and Chairman of the Advisory Board of Porsche Design Group.

Mayor of Stuttgart Fritz Kuhn: "The project represents a strong commitment to Stuttgart. With the Design Tower, Porsche creates high expectations in terms of both the exterior and interior. The tower has a prominent location, directly at the entrance to the Stuttgart basin. And inside, the building underlines one of the strengths of Stuttgart, namely innovative design. It is good that the company has involved the city administration and municipal council in its planning. We will gladly support Porsche in developing the area at the Pragsattel."

The Porsche branch in Stuttgart, which is currently located opposite the museum at Porscheplatz in Zuffenhausen, could move into its new home at the end of 2021. Two

separate buildings are planned: the Porsche Design Tower Stuttgart with around 20,000 square meters floor area and the Porsche Centre with showroom, gallery, and workshop. The total building area of the Porsche Centre covers 9,100 square metres. A large, two-storey underground car park is also planned – providing around 340 parking spaces. Detlev von Platen, Member of the Executive Board for Sales and Marketing of Porsche AG: “With the new Porsche branch Stuttgart, we are creating a modern contact point for our customers at a central and prominent location in the city. Thanks to the very good traffic links as well as the modern and spacious building design, visiting the new Porsche Centre will be even more attractive in future.”

As investor and project developer with its own architecture office, Bülow AG from Stuttgart takes over planning, development, and realization of the Porsche Design Tower. The company will realise the project in close cooperation with Porsche Design and Porsche Deutschland GmbH. Offices as well as an exclusive hotel with conference rooms, gastronomy, and terraces are planned in the tower. The hotel will not be operated by Porsche Design itself, but by an international hotel chain.

The first tower developed by Porsche Design was already opened in 2017 in Florida (USA): the Porsche Design Tower Miami with a patented and unique car lift system. The ground-breaking ceremony for the Porsche Design Tower Frankfurt is planned to take place in the first half of 2019. An 80-metre high residential tower is planned in the European quarter of Frankfurt. Like the sales company Porsche Deutschland GmbH, the Porsche Design Group is a wholly owned subsidiary of Porsche AG.

Image material available in the Porsche Newsroom (newsroom.porsche.de) and in the Porsche media database (presse.porsche.de).