

Company Jan 22, 2020

Porsche is building an ultra-modern Experience Center in Italy

Work has begun on the construction of the Porsche Experience Center (PEC) Franciacorta, the eighth PEC in the world. Covering an area of around 60 hectares, the highly modern destination is constructed at the “Autodromo di Franciacorta” racetrack in the centre of northern Italy.



Porsche Italia expects over 20,000 people to visit the Porsche Experience Center Franciacorta every year. Here, they will find, among other things, a Simulation Lab for virtual reality driving experiences where visitors can drive all classic and new Porsche models on the most famous racetracks in the world as well as an electric go-kart track. Moreover, it will be possible for customers to have their new

Porsche car delivered at the PEC Franciacorta.

Porsche Experience Centers are created to offer a vast number of experiences. The existing seven PEC are located in Leipzig, Silverstone, Atlanta, Le Mans, Los Angeles and Shanghai and since October 2019 also at the German Hockenheimring.



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