

Book it, get in, drive off

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02/12/2014 Porsche offers a brand experience of the special kind to potential customers and fans at its headquarters in Zuffenhausen. As part of a pilot project under the name of Porsche Drive, cars from the current model line-up can be rented.

Customers can enjoy the fascination of Porsche just as they like, from one hour to a maximum of one week long. Booking, handover and also the return of the vehicles take place at the Porsche Museum.

With the premium offer from Porsche Drive, the Porsche brand is opening itself up to a larger group of potential customers. Fans from all over the world are enthusiastic about this new brand experience. The dream of driving a Porsche once in their life will come true for many. "The fascination of our sports cars can be directly experienced with Porsche Drive", says Bernhard Maier, Member of the Executive Board Sales and Marketing of Porsche AG.

With Porsche Drive the dream of driving a Porsche can come true

The full range of available cars ensures the inimitable Porsche driving pleasure, starting at 69 Euros for one hour of driving with one of the Boxster or Cayman mid-engine sports cars as well as the newest addition to the Porsche family, the Macan. A trip with the 911 sports car icon can be done starting at 99 Euros – quickened pulse and 100 free kilometres included.

You can find a representative of Porsche Drive in the lobby of the Porsche Museum. The reservation or booking of a car is possible from Tuesday to Sunday, 9 a.m. to 6 p.m., during the opening hours of the museum. On Mondays, vehicles can be returned from 7 a.m. to 12:30 p.m. You can get more information and the specific terms of hire at the Porsche Drive counter in the museum as well as by phone at: +49 (0) 711 911 27 911 or write an email to: info@porsche-drive.de.

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart