

Porsche is building an ultra-modern Experience Center in Italy

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22/01/2020 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 invests over 26 million Euros in the facility that was taken over in 2019 and is expected to be ready after massive refurbishing at the beginning of 2021.

State-of-the-art and spacious

The Porsche Experience Center impresses with large glazed surfaces and a so-called "Agora": a multi-purpose 2,400 square feet area crossed by an impressive suspension bridge. A restaurant and the

terrace overlooking the racetrack will complement the hospitality area. The racetrack, which is 2,519 meters long, will maintain its layout whereas the asphalt surface will be completely renewed.

The facility also includes an off-road track on which customers can perform driving exercises with increasing difficulty. In addition, there will be an area extending over more than 30,000 square meters for safe driving and dynamic driving courses, including a Low Friction Circle and a Kick-Plate track. In order to safely test the driving dynamics and powerful oversteer of Porsche vehicles, customers will be able to use the Low Friction Handling track in the future.

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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