

Porsche opens brand store in Stuttgart

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13/10/2022 Porsche Germany is opening its first brand store worldwide in the Dorotheen Quartier in the heart of downtown Stuttgart. The opening ceremony will be held as part of an exclusive evening event on 13 October. The endeavour centres around the brand purpose: Driven by Dreams. The store will open to the public from 15 October.

New location in the heart of the city: with the 'Porsche Driven by Dreams – the Brand Store in Stuttgart' retail format, the sports car manufacturer is creating a space with an ideal downtown location where the brand and brand purpose can be experienced up close and personal. The opening also underscores the commitment of Porsche to its home city.

"At the Porsche Brand Store, we make the brand purpose 'Driven by Dreams' something you can grasp and understand on the spot," says Alexander Pollich, Chairman of the Executive Board of Porsche

Deutschland GmbH. “Here, visitors will come into contact with the brand in a completely new way. Together with familiar and some new partners, we will not only present our sports cars, but also a huge range of products and event formats – all related to the theme of dreams. We also offer all options for those interested in buying: from the initial configuration to pre-ordering their dream vehicle – not least thanks to the many digital touchpoints in the store.”

Cars can be pre-ordered online at the Brand Store

Over an area of more than 300 square metres, current models and rarities from the Porsche Museum will be shown in changing exhibitions – each accompanied by thematically related art installations. This includes ‘Dreamer Objects’ of famous faces who have realised their lifelong aspirations and personal objects with inspiring stories. Partner companies of Porsche will also exhibit limited editions of their products. Customers can purchase selected Porsche Design items in the Brand Store too. A bar with a lounge area invites visitors to linger. To really boost the feel-good factor for guests, the Brand Store’s catering and beverage offerings will be provided by local and regional partners.

It is also possible to pre-order a car online. In the Fitting Lounge, customers can use vehicle configurators and virtual reality applications to create their dream Porsche and pre-order it directly from the dealer in a relaxed atmosphere. A live-chat function enables direct contact with the dealership as well as reservations of available in-stock and previously owned cars.

The Brand Store also marks the opening of the 27th Porsche Drive Rental location in Germany, where cars can be rented for a period of between one and 28 days. Cars can be booked via the Brand Store website and are ready and waiting in the underground car park of the Dorotheen Quartier.

Multifaceted programme with regular highlights

The Brand Store will regularly host daytime and evening events. The kick-off event, a Dreamer’s Dinner with photographer and influencer Paul Ripke, will be held on 18 October. Seats for the event have already been raffled off. Information about future events can be found in the Brand Store newsletter and on the website porsche-brandstore.de, where tickets can also be booked. The new location also has its own Instagram channel: porsche_brandstore

The programme ranges from barista courses to exclusive events with well-known personalities. In November, for example, a small-scale concert in the ‘living room’ is on the agenda. In addition to the range of events on offer, the room concept will also change regularly as part of campaigns.

“We are delighted that the new Brand Store will also offer many exciting highlights during and outside of opening hours thanks to the wide range of events on offer,” says Bastian Schramm, Head of Marketing at Porsche Deutschland GmbH. “We believe these attractions will both inspire our existing customers and invite new target groups to have a look. In this way, the concept will also strengthen the

sense of community around Porsche."

Opening ceremony with prominent guests

The opening ceremony on 13 October was attended by several prominent guests, including top model Toni Garrn, actor Omar Sy and entertainer Klaas Heufer-Umlauf. The event was hosted by the German TV presenter Steven Gätjen, who spoke with guests such as model Sara Nuru, Patrick Long and James Kirkham about their dreams. The musical highlight was a live act by Zoe Wees.

The location is operated by the LIGANOVA agency as part of a retail-as-a-service concept, commissioned by Porsche Deutschland GmbH as the operator. The Brand Store is open Monday to Saturday from 10:00 to 20:00.

MEDIA ENQUIRIES



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