Porsche Now Markham officially opens

23/10/2020 Fifth point of sale for brand in the Greater Toronto Area

Porsche Now Markham opened this week and became the brand's first temporary retail outlet in eastern Canada. Located on the ground floor of CF Markville, it is the second Porsche Now pop-up store in Canada following the introduction of the concept last year in Richmond, BC.

"We are delighted to bring the unique Porsche Now concept to Markham," said Marc Ouayoun, President and CEO, Porsche Cars Canada, Ltd. "The attractive format is designed to deliver an exceptional brand experience which appeals to new and existing customers in Canada's top metropolis, including the young and urban."

Porsche Now is an expression of a new global design concept that provides an intimate and interactive temporary sales environment, where visitors can interact with the Porsche brand, vehicles, and product experts in a unique, low-pressure environment. The pop-up features two Porsche vehicles including the all-new, all-electric Taycan, a lounge, 4x4 video wall, as well as a configuration lounge with Exklusiv Manufaktur, Taycan/e-performance display, and Porsche Driver's selection. A 911 model car (1:3 scale) with AR experience will be coming soon.

Porsche Now Markham will be operating for a limited time until the opening of the upcoming nearby Porsche Centre Markham, slated to open in early 2021.

About Porsche Cars Canada, Ltd.

Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 50 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 20 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2019, Porsche sold an unprecedented 9,025 units in Canada, up 1.4% over the prior year.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

MEDIA ENQUIRIES

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