

10th Porsche Experience Center will be built in Toronto

03/11/2021 Building on the excitement following the opening of the Franciacorta and Tokyo locations in the last weeks, Porsche Cars Canada, Ltd. announces its first and very own Porsche Experience Center (PEC).

Only the tenth in the world and third of its kind in North America after Atlanta and Los Angeles, the future "Porsche Experience Center Toronto" will be located on a 20-acre site at the "Durham Live" development in Pickering, Ontario, which will feature more than 400,000 square feet of retail space, a casino, a concert hall and a luxury hotel with more than 300 rooms in the future. The PEC Toronto is slated to open by 2024.

"Porsche is more than just a car. Porsche is a promise for a unique brand and product experience and since the first opening in Silverstone in 2008, our Porsche Experience Centers are the best way to get this promise," says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. "Nowhere else in the automotive industry, the soul of our sportscars can be lived that way. I couldn't be happier that we can now announce the 10th location of its kind in Toronto – the fastest-

growing city in North America with an ever-greater community of Porsche fans."

The first "urban" version of the worldwide concept, Porsche Experience Center Toronto will be a brand park and major tourist destination where visitors can experience vehicle dynamics, technology, and emotion of Porsche sportscars first-hand with expert guidance from instructors through various driving modules all year long and within a 30-minute drive of downtown Toronto.

This domestic and international tourist destination will include a driving circuit over 1.24 miles (2 kms) in length, to highlight the prowess of the two and four-door sports cars in their ideal playground. This will allow customers and fans to immerse themselves in the world of the brand regardless of whether they own a Porsche or not. Moreover, visitors will also be able to admire current and historic exhibition vehicles, stop by the café, and browse the Porsche shop.

Aligned with Porsche's global commitment to decarbonize the entire value chain of its vehicles, electric vehicle charging infrastructure will be incorporated in the Experience Center's plan. Moreover, great emphasis is being placed on using the most environmentally responsible layout for the design, build, and operation.

Focus on sustainability

Global design, architecture, engineering and planning firm HOK are designing the building and incorporating innovative technologies focused on sustainability. The company is known for projects such as the Dalí museum in St. Petersburg, Florida, La Guardia Airport Terminal B, as well as the Porsche Cars of North America Atlanta Headquarters.

Porsche Experience Centers are a unique concept in the automotive industry and offer Porsche fans and customers exciting experiences with the sports car brand and its products. There are PECs in Leipzig, Silverstone, Atlanta, Le Mans, Los Angeles, Shanghai, Germany's Hockenheimring, Franciacrtorta, Italy, and, since October 2021, in Tokyo.

MEDIA ENQUIRIES



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