

Porsche further expands its retail landscape

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12/05/2022 Being where the customers are is one of the core ideas of the urban Future Retail format "Porsche Studios". The sports car manufacturer has recently increased its presence in city centres worldwide with the opening of new locations in Bundang (Korea), Nihombashi in the Japanese capital Tokyo and Brisbane (Australia).

What they all have in common is that they put the brand experience in the foreground and are intended to attract both existing customers and new target groups to come into contact with Porsche with a modern, inviting atmosphere.

A great place for likeminded people in Brisbane

With the new Porsche Studio Brisbane, the first Porsche Studio concept store in Australia has officially opened its doors end of April 2022. It is located as part of the Automall West precinct at the Indooroopilly Shopping Centre. The sportscars of the brand are on display and test drive bookings are available. A Fitting Lounge gives customers the opportunity to individually configure and order vehicles. Furthermore, Porsche Lifestyle merchandise, and a private café are also included. The space is designed to put a focus on showcasing Porsche innovation and maximising customer convenience.

Tokyo: state-of-the-art brand experience

Also in Japan, the opening of a new Porsche Studio was a premiere for the market. Since April, it is located at the Tokyo Nihombashi Tower Annex building in Chuo, in the heart of Tokyo. The Studio features electric vehicles and the latest models on display in a classy, relaxed space with traditional Japanese kumiko wood-working designs throughout so that visitors can relax and enjoy Porsche values in a fusion of tradition and innovation. Visitors can take the latest models for a test drive and enjoy simulations using a configurator as well as shop from the varied Porsche Lifestyle collection.

Wide range of brand experiences in Korea

Porsche Studio Bundang was opened in the southern Gyeonggi Province, which is known as the 'Korean Silicon Valley', a hub for IT, technology and manufacturing businesses. The two-storey building offers an exhibition space for exclusive Porsche products and the vehicle delivery zone on the first floor. On the second floor, an atmospheric space with lounge chairs and the 'Studio Bar' that offers a variety of beverages allows customers to rest comfortably. Here, the Studio plans to present a variety of contents, including collaborations with resident coffee brands and baristas.

Customers can start from the 'test drive zone' to experience the Porsche products. Furthermore, Porsche vehicle maintenance and repair services will be provided at the Porsche Service Centre Bundang. The parking space includes extended charging facilities with a total of five charging points thereof three 320kW High Power Chargers.

Porsche Studio No. 20

Porsche Studios are urban retail sites with a focus both on a high-quality experience and enjoyable opportunities for contact with the brand and products. The latest location in Brisbane is the 20th Porsche Studio opened globally since 2017. As part of its Future Retail goals, Porsche is aiming to reach out to new, younger target groups, as well as its existing customers. The basic idea behind this is to bring the product offering to the customers and not the other way around.

MEDIA ENQUIRIES



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