

L.A.: Porsche opens new Experience Center

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14/11/2016 With the new Porsche Experience Center in Los Angeles the sports car manufacturer is expanding its worldwide network of centres. On a site spanning 20 hectares, customers and fans can experience the Porsche brand up close and personal.

On a site spanning 20 hectares, customers and fans can experience the Porsche brand up close and personal and put the power, sportiness and safety of the vehicles to the test for themselves. The new headquarters of Porsche Motorsport North America is also located here.

Los Angeles is the second location of this kind in the USA. The Experience Center in Atlanta was opened in May 2015 together with the new US company headquarters. A total of 160 million US dollars was spent on the two projects – 60 million dollars of which was invested in the Los Angeles site. In addition to Los Angeles and Atlanta, there are also experience centres in Le Mans, Silverstone and Leipzig. The

next large construction project is already under way in Shanghai, with the opening scheduled for the coming year.

“Over 100,000 guests worldwide in 2016 is an impressive testament to this concept and demonstrates the fascination that the brand holds for people”, says Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. “In the age of the digital revolution, real-life driving experiences are becoming increasingly important for our brand. Our cars represent performance and driving pleasure – and this is exactly what our customers can enjoy in the experience centres. With the new location in Los Angeles, we are also gaining a strategically important brand world."

The new Experience Center in Los Angeles is conveniently located on Interstate 405 and is easily accessible from three airports. It includes a 6.5-kilometre test and development track with eight training modules, a periodically changing racing car exhibition and a gourmet restaurant. Visitors can take part in a 90-minute driving programme led by an instructor on the test track. The eight training modules cover two circuits, an off-road course, a dynamic area, a start control and acceleration straight as well as a low-friction circuit and a skid pan.

Porsche Motorsport North America, which is also located in Los Angeles, is the only authorised provider in the USA and Canada for the sale, parts supply and customer service of all specially manufactured Porsche racing cars, such as the 911 GT3 Cup, 911 GT3 R and the Cayman GT4 Clubsport. Porsche Motorsport North America also provides maintenance services for engines and transmissions, racing support at several international racing series, as well as repair services. A glass wall in the entrance hall of the Porsche Experience Center affords visitors a glimpse into the workshop, where historical racing cars are repaired, track vehicles are maintained and racing cars are exhibited by owners and collectors.

Alongside China, North America is one of the most important sales regions for Porsche. In California alone, Porsche Cars North America sold around 23% or 12,000 out of a total of almost 51,800 vehicles handed over to customers in the USA in 2015.

Grand Opening of the Porsche Experience Center in Los Angeles

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