

Porsche launches sales pop-up as flexible sales format

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12/11/2019 “Be where I am.” That is what customers are increasingly demanding from product brands such as Porsche. The sports car manufacturer is therefore increasingly complementing its Porsche Centres with new sales formats where the product offering comes to the customers and new target groups instead of vice versa. These formats include sales pop-ups – modular kits that can be used flexibly and at short notice in highly frequented locations.

The basic concept is provided by Porsche and realised in a cooperation of Porsche subsidiaries and dealers in the respective markets. They individually choose the topic focus of each sales pop-up. The aim is to guarantee the highest possible relevance for the local target group while at the same time ensuring a certain recognition value. As a common feature, all locations have a configuration lounge to select materials and colors as part of vehicle configuration. Digital elements such as large screens and interactive units are also a fixed part of the concept. This is intended to allow younger target groups in

particular to come into contact with Porsche in a partly playful way.

Taiwan is the first market to launch the Sales Pop-up as rolling concept

Beginning of October, the first sales pop-up in Taiwan opened in Xinyi District, Taipei's highly frequented city center under the name "Porsche NOW". "NOW" stands for seizing the moment rather than looking into the past or future. The new pop-up store is located in a well-known shopping mall, characterized by a very lifestyle-focused atmosphere and will be operative for a limited period only. In addition to the exhibited vehicles, visitors can experience the Porsche Drivers Selection, Exclusive Manufaktur Parts, Virtual Reality experiences and private Configuration Lounges. Taipei is the starting point of a two-year journey of the sales pop-up concept to major cities in Taiwan. The second Porsche NOW activation will be opening in Tainan, Taiwan's historic capital, in November.

Increasing interest among dealers

Taiwan is the third global activation of the pop-up concept. The format was started in Blumenau in Brazil in 2018. Since September 2019, there has been the first "Porsche NOW" pop-up in Richmond, Canada. These will not remain the last locations. "We see an increasing interest among dealers worldwide in implementing the unusual sales format. The sales pop-ups are a great opportunity to bring new target groups closer to the brand and establish contact with them in a fast, appealing and market-specific way," says Marco Kana, Director Sales Retail at Porsche.

MEDIA ENQUIRIES



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Consumption data

911 Carrera S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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