Porsche Drive vehicle subscription and rental program expands to Vancouver

21/04/2021 Exclusive on-demand access to sports cars line-up available for the first time on Canada's west coast.

After a successful pilot in Toronto, Porsche will be offering on-demand access to the Porsche experience to the Vancouver area starting May 3. Porsche Drive offers a monthly subscription plan that offers members access to a single vehicle or unlimited swaps between models at the touch of an app. The program also offers daily and weekly on-demand rental service. All services, Multi-Vehicle Subscription, Single-Vehicle Subscription, and Rental feature delivery and pick-up by a concierge anywhere a customer chooses within a 50-km radius around downtown Vancouver.

Offering undeniable flexibility and convenience, Porsche Drive had a successful launch in Toronto with over 130 first deliveries and 79% of its customers being new to the brand,\" states Marc Ouayoun, President & CEO of Porsche Cars Canada, Ltd. \"We are delighted to bring the innovative experience,

featuring our lineup of exclusive sports cars, to the west coast with our operational partner Porsche Centre Vancouver.\"

Porsche Drive offers the entire model line-up from the German sports car maker with the added flexibility over a traditional lease or purchase. The ☒Launch" membership includes 718, Macan, and Cayenne models in a single monthly payment of $3,450. For $4,550, the ☒Accelerate" level adds to the menu the 911, Panamera as well as the Taycan, the brands first all-electric sport car. Single vehicle subscription pricing ranges from $2,650 to $4,800 a month for a 30-day period depending on the model selected. Porsche Drive Rental pricing ranges between $319 per day for a Macan to $539 per day for a 911, with a rental period of one to three days. All operating costs except fuel, charging on Taycan, taxes, and fees are included in the program pricing.

Porsche Centre Vancouver, the dealer partner, oversees the in-person experience and the fleet, including white-glove vehicle delivery, and maintenance. The Porsche Drive program includes a deep-cleaning and sanitization process of vehicles between users and observes social distancing at delivery and pick-up. Customer and staff safety is of the highest priority.

To sign up, customers can download the Porsche Drive app available on Apple and Android devices to apply for a membership go to the porschedrive.ca website, 1-888-490-9077, or email the digital concierge at info@porschedrive.ca. Porsche Drive requires a one-time activation fee of $750 (waived on a three-month Single Vehicle Subscription membership), and membership approval is dependent on a background and driver profile check.

About Porsche Drive Multi-Vehicle Subscription
Formerly Porsche Passport, Porsche Drive launched in Toronto in late 2019 offering members flexible enjoyment of a monthly subscription plan that features unlimited swaps from the entire model line-up. Vehicles are ordered through the touch of an app and then delivered and returned by a concierge anywhere within the servicing area.

About Porsche Drive Single-Vehicle Subscription
Single-Vehicle Subscription offers members access to a single Porsche model of their choice for one or three months, with the same benefits as multi-vehicle subscription: insurance, maintenance and concierge service included in one monthly fee based on model and variants available.

About Porsche Drive Rental
Customers seeking a more short-term commitment, such as weekend getaways, date nights, or vacations, can schedule a daily or weekly rental service, choosing from the Porsche Drive fleet. Rentals allow up to 400 kilometres per day and prices range between $319 per day for a Macan to $539 per day for a 911 when selecting a one to three day rental period.

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. Head-

quartered 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 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2020, Porsche sold 7,402 units in Canada.

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

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