

Porsche Centre Newcastle celebrates grand opening

10/12/2021 The first Porsche Centre in Australia built to new 'Destination Porsche' architectural standards has opened its doors.

Porsche Centre Newcastle opened its state-of-the-art facility last night at a gala event for VIP guests and dignitaries from the Newcastle and Hunter Valley region.

"The opening of a brand-new Porsche Centre is a truly exciting time," said Porsche Australia CEO, Daniel Schmollinger.

"Each Porsche location is unique and exclusive. We are deliberately selective about where we are located, who represents us in these markets and how each location is designed and presented.

"By having a network that is just the right size, we can ensure the quality of the Porsche ownership experience remains absolutely exceptional. In McCarrolls and Newcastle, we have the right partners and location."

Newcastle Lord Mayor Nuatali Nelmes was present for the opening celebrations.

“This is a big day for Lambton, and for greater Newcastle, with the new McCarroll’s Premium Precinct – headlined by the new Porsche Centre Newcastle – delivering investment, jobs and growth for our region,” said Nelmes.

“From the local building and architectural teams, to the local materials and the local staff who will be managing these showrooms, there is Newcastle DNA right through this project.”

Showcasing new levels of sustainability, innovation, and opulence, the 1670sqm Porsche facility is the culmination of a 14-month, $5m build. This world-class facility brings Porsche to Newcastle for the first time, with a bespoke premises offering unprecedented immersion in one of the world’s most iconic brands.

It also acts as an Australian first, with Newcastle now home to the country’s first ‘Destination Porsche’ centre – a new retail concept that incorporates a new style of showroom intended to become a central gathering place for the Porsche community, appealing to current owners as well as new customers. The new architecture is characterised by its flexibility, its use of digital media for individualised communication, and its emphasis on brand experience.

The new Porsche facility combines showroom and workshop in one location, with 99.9kW of rooftop solar panelling, and DC and AC chargers to cater for Porsche’s all electric and plug-in models.

“The most exciting thing about Newcastle at the moment is that it’s got this incredible energy,” said Simon McCarroll, CEO of McCarroll Automotive Group.

“Over the past five to 10 years it’s transformed into one of Australia’s most exciting, dynamic and vibrant cities and we felt the time was right to make an investment in the town that matched this.

“We’ve been in the city since 1999 — we set Newcastle up initially because my mother and her family were all from the area — and now more than ever I think you are seeing people move to Newcastle.

“Newcastle is a world-class city and it’s our pleasure to bring world class brand experiences to our customers in the area.”

McCarroll’s new and updated presence in Newcastle will employ 48 staff, while the build process employed 669 suppliers and labourers on site, contributing more than 100,000 hours of work to the local economy. Over 2,500 tonnes of concrete went into the build.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (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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