Porsche Experience Centre Toronto hosts Sportscar Together Day in support of a charitable cause

14/09/2026 Event highlighted the passion behind the brand's sports cars and their owners.

Yesterday, the Porsche Experience Centre (PEC) Toronto hosted Sportscar Together Day, an event that brought Porsche enthusiasts together in one shared global moment, celebrating the people, stories, and emotions behind the German sportscar brand. For one special weekend, Porsche Experience Centres around the world welcomed customers, owners, and fans to experience the energy of the Porsche community firsthand.

More than one thousand visitors joined the festivities at the PEC Toronto on Sunday as the soundtrack of a live DJ set the atmosphere, hundreds of Porsche vehicles were on display on site, and partner activations provided entertainment for guests of all ages. Attendees were encouraged to share their best Sportscar Together Day moments on social media.

Participants were invited to spread the joy beyond the event to children in hospital by contributing to a fundraiser in benefit of the Starlight Children's Foundation Canada. In addition to funds raised at the event, Porsche Cars Canada is donating $20,000 to the charity. Every $10,000 allows the foundation to donate a Starlight Fun Center to a local children's hospital. This mobile entertainment unit, equipped with a TV and gaming system, can be brought directly to a child's bedside when they need a welcome distraction most. Donations to the fundraiser can be made until September 30 via https://porschecanadaforstarlight.com.

As part of the celebration's grand finale, guests were surprised with a special skills display by the driving instructor team of the Porsche Experience Centre. The showcase officially launched the new Drift Experience that will be available at the PEC Toronto on Saturdays from September 19. This entry-level program is designed for those ready to feel the thrill of sliding behind the wheel of a Porsche 911 Carrera S for the first time. Participants will learn the fundamentals of drift control through expert-led instruction and carefully designed driving exercises. This exhilarating introduction to drifting can be booked at a program cost of $795 per person.

The PEC Toronto is open to the public year-round. Current opening hours are Tuesday to Saturday from 9 am to 5 pm. For the most up-to-date opening hour and program information, to book a driving experience, or to get the latest about the PEC Toronto's Community Events offering, please visit https://porscheexperience.ca/centre. Group enquiries can be sent to PECEvents@porsche.ca.

About Porsche Experience Centre Toronto

The Porsche Experience Centre (PEC) Toronto opened to the public in June 2025 and is located approximately 40 kilometres east of Toronto's CN Tower in Pickering, Ontario. As the first Porsche Experience Centre in Canada and the tenth in the world, the facility offers four purpose-built driving modules designed to demonstrate vehicle dynamics in a controlled environment.

In addition to driving programs, the PEC Toronto features a LEED-Gold-certified building that includes on-site amenities such as a café, simulator lab, and retail space. Meeting rooms as well as flexible indoor and outdoor areas can accommodate group events, corporate functions and private celebrations. Open to the public year-round, PEC Toronto serves as the premiere venue for customer experiences, events, and brand engagement in Canada.

About Porsche Cars Canada, Ltd.

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. Headquartered in Toronto, Ontario, PCL employs a team of more than 70 supporting sales, aftersales, 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 more than 75-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 23 Porsche Centres. Located in Pickering, ON, the Porsche Experience Centre Toronto opened its doors in 2025. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany.

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

MEDIA ENQUIRIES

Tina McMullan

Spokesperson Porsche Cars Canada, Ltd.
+1 (647) 393 2264
tina.mcmullan@porsche.ca

Patrick Saint-Pierre

Director Public Relations Porsche Cars Canada, Ltd.
+1 (647) 531 2992
patrick.saint-pierre@porsche.ca

Link Collection

Link to this article
https://newsroom.porsche.com/en_CA/2026/porsche-experience/porsche-experience-centre-toronto-hosts-sportscar-together-day-in-support-of-a-charitable-cause.html

Media Package
https://pmdb.porsche.de/newsroomzips/27f923e3-59be-48ed-93c6-072da78aa114.zip