


# Porsche Austin offers "endless possibility" in the Lone Star State

**23/09/2021** The Texas dealership opened its new 186,000-sq-ft facility in March.

Porsche Austin refers to its new facility at the Arboretum as “eight levels of endless possibility.”

From outside, your eye is immediately drawn up toward the glass displays high above Research Boulevard where a breathtaking lineup of Porsche sports cars in profile crown the 186,476-square-foot dealership. Out of view from street level is the rooftop sales lot, as well as the interior levels of inventory heading down to the main 18-car showroom.

When entering the lobby, however, your attention goes subterranean, to a sunken coffee and customer lounge with viewing area into the 30-stall service center. The combination of exterior and interior presence at Porsche Austin encapsulates the changing culture of retail.

“If you want to know what the future of retail looks like, here you can see a great example of what defines excellence,” said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. (PCNA).

"Porsche Austin is designed with the customer in mind, and to create Porsche Passion. The team here and at Hi Tech Motorcars has invested substantially in its growth, has a clear vision and is positioned well for the coming years."

The Gen 4 exclusive building increased the Porsche Austin showroom threefold from 4,000-sq-ft at its former location to 12,000-sq-ft, and also added a second-story Certified Pre-Owned designated showroom. In addition to the two coffee bars, highlights of the new construction include a Porsche Driver's Selection Boutique and dedicated New Car Delivery area.

"Giving our customers the utmost attention and service has always been our aim, and we feel like we've created an environment here that fully allows us to carry out our mission," said Aldo Abad, General Manager of Porsche Austin. "The reception from our customers has been outstanding and we're fortunate to be able to work in such an inspiring place every day."

Porsche Austin opened its doors in March 2021, and celebrated with a grand opening in August. Porsche Austin is one of seven luxury dealerships under the Hi Tech Motorcars ownership group, which is also currently in development of a second Porsche dealership for the area, Porsche South Austin, which is under construction and scheduled to open in late 2021.

## Info

**Porsche Austin**

9800 Research Blvd, Austin, TX 78759

(512) 645-1265

www.porscheaustin.com

**Sales Hours**

- Mon - Fri: 9:00 AM - 7:00 PM
- Sat: 9:00 AM - 6:00 PM
- Sun: Closed

**Service Hours**

- Mon - Fri : 7:30 AM - 6:00 PM
- Sat: 8:00 AM - 5:00 PM

- Sun: Closed

### Image Sublines

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**Dr. Ing. h.c. F. Porsche Aktiengesellschaft**
Porscheplatz 1
70435 Stuttgart