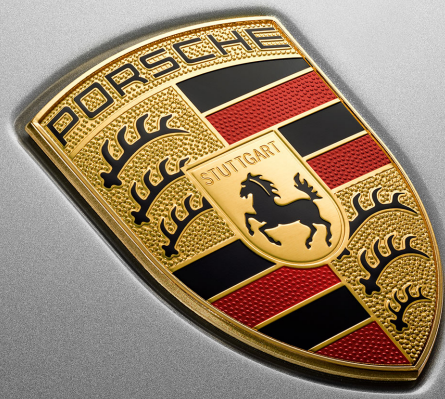




Porsche Canada expands its Porsche Drive program to the west coast

25/03/2021 Multi-vehicle subscription and rental program coming to Vancouver, British Columbia

Following a successful launch in Toronto, Porsche Drive, formerly Porsche Passport, will now be offering on-demand access of the monthly subscription and daily rental programs to members in Vancouver, BC.

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. In Canada, two monthly plans are available to choose from: "Launch", a single monthly payment of \$3,200 which includes a selection from the 718, Macan, and Cayenne model variants and "Accelerate", a single monthly payment of \$4,200 which adds 911 and

Panamera to the menu offering.

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 Taycan when selecting a one to three day rental period.

Porsche Drive details

To sign up, interested customers can download the Porsche Drive app available on Apple and Android devices to apply for a membership, go to the website [PorscheDrive.ca](https://www.porschedrive.ca), or call (888) 369-9904. Drive requires a one-time activation fee of \$750 in Toronto and Vancouver, and membership approval is dependent on a background and driver profile check. Membership is on a monthly basis with no long-term commitment.

About Porsche Smart Mobility Canada, Ltd.

Established in 2017 Porsche Smart Mobility Canada, Ltd. (PSMC) is a subsidiary of Porsche Cars Canada, Ltd. dedicated to developing and implementing new mobility solutions in Canada. PSMC is also responsible for the delivery of Porsche Connect services such as Navigation and Infotainment, and Car Remote services within Porsche vehicles. As the Porsche experience continues to integrate with more digital offers, PSMC will have an integral role in Canada.

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. Headquartered 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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