



Porsche NOW pop-up comes to Australia

27/02/2025 Porsche is bringing its innovative and cutting-edge Porsche NOW pop-up experience to Australia for the very first time. The immersive concept, which blends design, technology and lifestyle, will give Australian fans and customers the opportunity to experience Porsche in a completely new way at Sydney's iconic Barangaroo space.

From Thursday 27 February 2025, design enthusiasts, automotive fans and technology aficionados will have the chance to explore Porsche's latest models, engage in hands-on workshops and discover Porsche Lifestyle products and Porsche Design Timepieces at leisure in the curated space.

A new era of Porsche engagement

The Porsche NOW pop-up concept represents an exciting new way for Sydney customers and newcomers to connect with Porsche. Combining the brand's renowned design philosophy with modern experiences, this dynamic space will feature interactive installations, bespoke events and live

demonstrations. Whether you're a die-hard Porsche fan or a newcomer, the pop-up invites you to experience Porsche's commitment to innovation and artistry up close.

"The Porsche NOW pop-up experience is all about bringing the brand closer to fans in a way that resonates with modern creativity and innovation," said Daniel Schmollinger, CEO and Managing Director at Porsche Cars Australia. "We are excited to offer our passionate community the chance to engage with Porsche in such a dynamic location."

A destination for discovery

At Porsche NOW, visitors will have the exclusive opportunity to explore a selection of special Porsche models such as the new 911, electric Macan and the 718 Spyder RS amongst others. These vehicles will be showcased through captivating interactive installations, which will rotate throughout the duration of the pop-up.

Guests will also be invited to participate in live workshops, hands-on demonstrations, and deep dives into the latest advancements in Porsche's electric vehicles. On hand exclusively for appointments and events, St. Ali Coffee roasters will serve barista-made coffee in-house.

Celebrating the highly anticipated launch of the new 911, guests at Porsche NOW will have the opportunity to be among the first to witness the unveiling of this iconic model when it makes its national debut on Saturday, 15th March. As part of this special event, attendees will get an up-close look at the latest design features, advanced technology and performance upgrades that define the new 911, marking a thrilling new chapter for Porsche enthusiasts and automotive fans alike.

Porsche's Exclusive Manufaktur meets Sydney's iconic landscape

Drawing inspiration from Sydney's vibrant harbour and beaches, the pop-up will showcase sunshine-toned Signal Yellow highlights, a cult Porsche colour that was introduced by Porsche in 1966 for the 911 model and is still available through Porsche's Paint to Sample Program.

"The Porsche NOW pop-up is more than just an event; it's part of our broader vision for the immersive retail experience we want to provide to our customers," added Daniel Schmollinger. "It's about blending Porsche's legacy of design excellence with an Australian twist. This is a chance to see Porsche in a truly unforgettable way."

Engage, explore and experience Porsche NOW

The Porsche NOW pop-up at the base of Sydney's luxury residential towers, One Sydney Harbour, in Barangaroo South, will offer more than just a look at the brand's iconic cars – in addition to the weekly

schedule of special workshops you can also register to test drive the new Porsche Macan from the Barangaroo location.

The Porsche NOW Barangaroo pop-up will host several special events and activations throughout its stay. Guests are encouraged to keep up with the latest happenings via Porsche Centre Sydney South's Instagram channel, where exclusive behind-the-scenes content, event announcements and surprise reveals will be shared regularly. Follow @PorscheSydneySouth for more information.

Info

The Porsche NOW Barangaroo pop-up will be located at Shop 2, R1/88 Barangaroo Ave, Barangaroo NSW 2000, with free public access from Thursday 27 February.

Link Collection

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Media Package

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