


# Ten Years. Two Tracks. One Decade of One Porsche Drive.

**03/06/2025** On June 2nd, 2015, Porsche opened a new destination for enthusiasts in North America.

Since opening in 2015, Porsche Experience Center Atlanta (PEC ATL) has become more than a track—it's the heart of Porsche in the U.S. Located at One Porsche Drive, home to Porsche Cars North America (PCNA), PEC ATL offers a fully immersive brand experience for Porsche customers, automotive enthusiasts and fans, as well as now and again becoming the home to a band of movie superheroes.

Since 1998, PCNA has called Atlanta its home. However, in 2010, there were dreams of building something that the community could be a part of, and after investigating more than 70 options across three states, Porsche chose to set down roots adjacent to Hartsfield-Jackson International Airport, the world's busiest airport – a two-hour flight away for approximately 80 percent of the U.S. population.

Developing the site was a huge undertaking - 650 foundation piles, 27,000 cubic yards of concrete, and 500 tons of steel went into building One Porsche Drive. And the statistics don't end there...

From its groundbreaking to today, PEC ATL has welcomed hundreds of thousands of enthusiasts to experience the passion, energy and performance that defines Porsche. We look forward to the next ten years and beyond.

## MEDIA ENQUIRIES



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