

Porsche Korea opens ‘Porsche Studio Cheongdam’

This article reflects the status at the time of its publication. The content may since have become outdated.

25/06/2019 On the 18th June, Porsche Korea opened a new retail format ‘Porsche Studio Cheongdam’ in Gangnam, Seoul.

The Studio is based on a futuristic showroom concept: a new brand space that goes beyond the traditional showroom format by offering a wide range of experiences in customers’ daily lives. It is the 8 th Porsche Studio in the world and an important pillar of the Future Retail strategy of the sportscar manufacturer.

Customer journey from history to the present and future

In line with the characteristics of Seoul, one of the most dynamic cities in the world, where tradition and

innovation coexist harmoniously, Porsche created a conceptual space of 1,060 square meters (321 PY) providing a customer journey from the history to the future of the brand.

A look inside the Porsche Studio Cheongdam

Free-floating and rotatable LED Walls create different spatial setups; a relaxing atmosphere is provided by Digital Ambient Screens. At the “Interactive Heritage Wall” and by exhibited racing vehicles, customers can experience the Porsche brand heritage with its history of motor sports. On the first floor, major current and future Porsche products are on display. In addition, customers can individualize their dream car in the Porsche Exclusive Manufaktur corner – for example via digital Augmented Reality Clay Models.

In addition, new job roles will support a specific hospitable atmosphere. A ‘Porsche Pro’ will be responsible for product descriptions and test drives, while ‘Porsche Studio Consultant’ will design customized vehicles. ‘Porsche Studio Host & Digital Specialist’ will provide studio introductions and customer services and cater to new Porsche customers.

“In the Porsche Studio Cheongdam we attached great importance to a special brand experience – combining the historically based core of Porsche and today’s digital world,” says Matthias Becker, Vice President Overseas and Emerging Markets Representative at Porsche AG. “With an atmosphere that is exclusive and relaxing at the same time, our eighth Porsche Studio will be a “place to go” for all fans of the brand.”

“We are very glad that a new retail format reflecting Porsche's future strategy is newly opened in the Korean market, marking Asia’s fourth Porsche Studio,” said Michael Kirsch, Managing Director of Porsche Korea and added, “Through this new brand experience, we offer our customers and fans Porsche's diverse attractions beyond just products but from brand heritage to lifestyle.”

Operation by a Korean expert

The Porsche Studio concept is part of the Future Retail strategy of the sportscar manufacturer. The operation of ‘Porsche Studio Cheongdam’ will be carried out by authorized Porsche Korea dealer Stuttgart Sports Cars Ltd (SSCL). “We are proud to be in charge of operating Porsche's new futuristic brand space,” said Jong Han Yoo, CEO of Authorized Porsche dealer Stuttgart Sports Cars Ltd (SSCL), and added, “We will make this a special studio where we can share the passion pursued by Porsche, an unrivaled sports car brand, with our customers.”

Meanwhile, Porsche Korea developed a Porsche exclusive Korean font and officially used the font as a starting point for the opening of ‘Porsche Studio Cheongdam’. It features a design that includes the philosophy and meaning of motor sports and embodies scientific bends and curves of the track.

MEDIA ENQUIRIES

Hyunyoung Ju

Porsche Korea Media Contact
hyunyoung.ju@porsche.co.kr

Consumption data

911 Carrera 4S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

Link to this article
https://newsroom.porsche.com/en/2019/company/porsche-studio-cheongdam-korea-seoul-retail-showroom.html

Media Package
https://pmdb.porsche.de/newsroomzips/36e72869-c5c5-43b7-a5d8-a5ac2a954645.zip