

Porsche to roar into Newcastle, delivering new jobs and major investment to the Hunter region

22/10/2020 Work on Newcastle's first-ever Porsche Centre officially began today, with a ground-breaking ceremony launching the nine-month build process.

The product of both a multi-million-dollar investment in the area, and the McCarroll's Automotive Group's vision to bring the first official Porsche dealership to the Hunter Region, Porsche Centre Newcastle will create full-time jobs, as well as provide a significant boost to the local building industry.

Lord Mayor of Newcastle, Councillor Nuatali Nelmes, and CEO of McCarroll's Automotive Group Simon McCarroll, were among those in attendance as the first sod was turned for this exciting new project.

"Today is an exciting moment as we take one step closer to bringing Porsche, one of the world's most iconic brands, to Newcastle and the broader Hunter Region," said Simon McCarroll.

"Having worked in the Hunter since 1999, our business was honoured to be appointed as Porsche's newest partner and their first dealership in NSW outside of metropolitan Sydney. We feel Porsche's selection of Newcastle as its latest destination highlights the confidence of the brand in the region and its future."

Porsche Centre Newcastle will showcase the brand's new 'Destination Porsche' architecture, which is being rolled out around the world. The 1670sqm facility will put the customer at the centre of the experience and deliver a unique Porsche experience.

Porsche Centre Newcastle is intended to become a central gathering place for the Porsche community. The new architecture is characterised by its flexibility, its use of digital media for individualised communication, and its emphasis on brand experience.

"As well as delivering new jobs and investment to a region, Porsche Centre Newcastle will also mean those owners and fans of the brand will no longer need to leave the region to visit Porsche," said Simon McCarroll.

"Newcastle is a stunning city, one both rich in heritage and focused on the future, and I'm thrilled to be able to deliver the region's first official Porsche Centre. It will truly be a one-of-a-kind experience for Porsche fans in the Newcastle and the Hunter area."

While previously the Hunter region's many Porsche owners and customers would need to travel to Sydney to experience a new vehicle or service their existing car, the new facility will alleviate hours in

unnecessary travel time, as well as recognise Newcastle as a true home of Porsche in Australia.

"There are many Porsche enthusiasts in the Hunter Region, and like them Porsche Cars Australia is keenly anticipating the opening of Porsche Centre Newcastle next year," said Sam Curtis, CEO & Managing Director, Porsche Cars Australia.

"We congratulate the McCarroll's Automotive Group, our partners in this venture, on their tremendous progress to date and overall enthusiasm in representing the Porsche brand in Newcastle."

Porsche Centre Newcastle is being built by Newcastle company Reitsma Constructions, in conjunction with Newcastle-based architectural firm EJE architects, and Startari Architects, who designed the facility on behalf of McCarroll's Automotive Group and Porsche Cars Australia. The facility is being built on a greenfield site on Griffiths Road in Lambton, and will comprise sales, service and parts operations. The Centre is now hiring for a number of key positions, with focus on securing local talent.

Info

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Consumption data

Taycan 4S with Performance Battery (Predecessor model)

*Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO₂Emissions 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).

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