

First Porsche Design Tower in Miami

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20/03/2017 Porsche Design and Dezer Development have presented the Porsche Design Tower in Florida.

The Porsche Design Tower Miami is the first residential real estate project of Porsche combining the distinctive and distinguishing features of the brand: functional design, technical innovation, forward-thinking and iconic style. The 60-story tower's most unique feature will be a patented, revolutionary automobile elevator lift system – "the Dezervator" – that whisks both residents and their vehicles up to their luxurious home in the sky.

"It is an especially proud and remarkable moment to debut the first-ever Porsche Design Tower," says Gil Dezer, president of Dezer Development. "Simply put, there is no other building in the world with the same level of groundbreaking ingenuity and superlative quality as Porsche Design Tower Miami. This iconic tower has not only redefined Miami's skyline, but residential luxury as we know it."

"The functional design, which encapsulates the DNA of the Porsche Design brand, will accompany the residents in all areas of their daily life and will enable them to live a unique and innovative experience, which is characterized by the blend of function and technology," says Jan Becker, CEO of Porsche Design Group.

Especially with regard to the automated car elevator system the Porsche Design Tower Miami is unquestionably exceptional. The complexities of the car lift system presented a host of first-of-a-kind challenges for the involved developer and engineers. By successfully overcoming them, the "Dezervator" has not only brought parking technology to a next stage of evolution, it has re-shaped condominium living, with the ability to have your vehicle literally at your front door. The automobile lift system is only one of the tower's luxurious amenities, which also include plunge pools and outdoor summer kitchens on the balconies of almost every unit. This is a first in Miami and is a feature typically reserved only for the most elite penthouses.

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