

Porsche opens its 100th sales site in China

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 The content may since have become outdated.

29/12/2017 Investments in the Middle Kingdom: Porsche has opened its 100th sales site in China.

The new “Porsche Studio” in the huge metropolis of Guangzhou is an innovative sales concept similar to the “Porsche on Sylt” site. The sports car manufacturer plans to use the new site to interact with new target groups in their everyday lives in a more direct format. The new premises are centrally located in a luxury shopping mall, offering customers an insight into the complete range of the brand’s services, both in person and in virtual formats. A Porsche Experience Centre will also be opened in Shanghai in spring 2018.

“In recent years, China has become Porsche’s largest single market”, says Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. “Our four-door sports cars are especially popular in Asia but demand for our two-seater models is also increasing rapidly.” China has

already become the most important market for the 718 models. In the first three quarters of 2017, more than 5,100 Boxster and Cayman vehicles were delivered in China.

Using the new premises in the city centre of Guangzhou, Porsche intends to have a more distinct presence in the immediate environment of its customers. At 460 square meters, the new showroom includes an exhibition area for new vehicles as one of its key features. In addition, all five model lines offered by the sports car manufacturer can be visualised and customised in the customer's preferred colour using an iPad and various model cars based on the typical clay models from the Design Studio.

The "Porsche Studio" works closely with the existing Porsche Centre run by the Jebsen Group and makes it possible for prospective customers to also purchase vehicles directly on site. "Porsche Studio Guangzhou represents Porsche's innovative and forward-thinking strategy", said Mr. Franz Jung, President and CEO of Porsche China, "It combines the traditional Porsche spirit with the power of new technology. In China's increasingly volatile and dynamic business environment, we believe that such futuristic digital offerings will strengthen the brand, encourage creative customer experiences and attract new partners."

Race track modules and off-road course

The sports car manufacturer is also extending the driving offers available to current and prospective customers by opening a Porsche Experience Centre in Shanghai. The world's sixth Experience Centre – after Atlanta, Leipzig, Silverstone, Le Mans and Los Angeles – offers classic race track modules and an off-road course. With a total of five sections, visitors can experience the sporty nature of Porsche sports cars on the race track as well as putting them through their paces on rougher sections of terrain. "Although we live in a digital age, the ability to offer a true driving experience has not lost any of its significance for Porsche – quite the opposite in fact", adds Detlev von Platen. "Our experience centres in Europe and America are an important part of our sales landscape. Opening another site in Asia is a logical step given the increasing importance of this market region."

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-studio-opening-sales-site-guangzhou-luxury-shoppingmall-new-vehicles-exhibition-14704.html

Media Package
https://pmdb.porsche.de/newsroomzips/39817ce5-38a6-49f9-88a9-3d420aa9076d.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart