

Porsche celebrates 100,000 visitors at its first Asian pop-up in Shanghai

23/02/2026 Amid the vibrant Chinese New Year celebrations, the Porsche brand Pop-up in Shanghai achieved a major milestone, as the venue welcomed its 100,000th visitor since opening in late September 2025.

Located on Shanghai's iconic Huaihai Road – a vibrant artery of the city's modern and stylish lifestyle – Porsche's first brand pop-up in Asia offers a brand experience distinct from the traditional showroom. By blending sports car culture with design, heritage, and contemporary urban energy, it attracts a broad audience, from lifelong Porsche enthusiasts to those discovering the brand for the first time.

A new way to experience Porsche charm in the city

"This pop-up represents a new and dynamic touchpoint in our journey to connect more deeply with Chinese customers," said Alexander Pollich, President and CEO of Porsche China. "By creating immersive and culturally relevant experiences, we are not only sharing our passion for sports cars, but

also building lasting emotional connections within the local community."

Evolving journeys shaped by curated moments

Throughout its run, the pop-up has been regularly refreshed with new themes and content, aligning with seasons and brand moments, from its initial concept as a "There is No Substitute," to the festive Christmas edition, and later a winter-themed installation echoing the brand's Ice Experience. This evolving approach has helped keep the experience dynamic and reinforces the space as a platform for Porsche's brand expression in an urban context.

The current installation coincides with Chinese New Year and is presented under the "Horsepower Unleashed" Year of the Horse theme. Incorporating seasonal design elements and festive details, this presentation marks the final chapter of the Shanghai pop-up, ahead of the concept's continuation in other cities in China.

A milestone marked with a special moment

To mark the milestone, the 100,000th visitor was offered an exclusive opportunity at the Porsche Experience Center Shanghai, elevating the brand encounter from visual discovery to real-world driving exhilaration.

Two floors of brand DNA

Since its inauguration in September 2025, Porsche's first Asian brand pop-up in Shanghai has served as a key initiative to further promote sports car culture in China. The space aims to deepen engagement with brand enthusiasts while attracting a new generation of fans through a more immersive and accessible urban experience.

Spanning two floors, the pop-up presents Porsche's brand DNA and cultural depth through a fully immersive experience. The ground level focuses on the brand's racing heritage and model legacy, featuring double-decker display paying tribute to the Porsche Museum, iconic race cars and classic production models that trace Porsche's evolution.

The upper floor shifts the focus to personalisation, community and interaction. Through curated installations, artistic displays and interactive storytelling, visitors are invited to explore Porsche's approach to individualisation, craftsmanship and creative expression. A timeline tracing over 70 years of sportscar history, alongside installations inspired by colour, design, and lifestyle culture, reflects how Porsche's innovation converges with personal dreams.

Together, the Shanghai pop-up demonstrates how Porsche brings its heritage and innovative stories

into an urban brand hub. The concept will continue in other cities across China, extending the opportunity to engage with the brand to new audiences.

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