

Porsche Experience: Moments that get under your skin

26/08/2025 Porsche has stood for emotional experiences with sports cars for more than 75 years. Matthias Becker, Member of the Executive Board, Sales and Marketing, shares why exceptional brand experiences matter so much to the company, and explains the role that the Porsche Experiences play in this.

Matthias Beckerhas been working for Porsche AG since 2015. As Head of Sales Region Overseas and Growth Markets, he has developed sales regions including Southeast Asia, Australia, the Middle East, Africa and Central and South America — comprising more than 70 markets — into a central pillar of the Porsche sales network. Previously, Becker held several management positions within the Volkswagen Group. He proved himself in senior sales roles at Audi across Europe and China, as well as at group subsidiary Škoda and with Volkswagen Marketing Germany.

Mr. Becker, in the past, luxury was primarily considered the possession of expensive, exclusive goods. This understanding is increasingly changing. What do you think?

Matthias Becker: Yes, absolutely. Today, luxury means more than owning beautiful things. It reveals itself in experiences that awaken our senses, let us dream, and bring us joy — whether it's a special journey, a cozy evening with family, or simply a moment to breathe. Luxury is what moves us — and what enriches our lives.

Porsche is known worldwide as a successful manufacturer of high-quality automobiles. What is less well known is that Porsche now also offers premium experiences related to the brand and its automobiles. What significance do these offerings have for the perception of Porsche as a "modern luxury brand"?

Becker: Modern luxury is reflected in values. In emotions. In limitless freedom. This is exactly where our Porsche Experiences come in. They deliver thrilling moments and unforgettable experiences — whether on a trip, on the racetrack or in the urban hustle and bustle of the world's great cities. These experiences connect. Lifelong friendships often form during these experiences.

In your previous role as Head of Sales Region Overseas and Growth Markets at Porsche AG, you looked after numerous markets with different cultural influences. How have these international experiences shaped your understanding of luxury brands?

Becker: Through my professional focus, I have developed close connections to a wide variety of cultures. International markets offer valuable inspiration — both within and outside the automotive industry. What is particularly exciting is that the understanding of luxury has changed worldwide and many luxury brands create emotional experiences in very different ways. This is exactly where I see great potential for the Porsche Experience. Luxury is much more than a high-quality product — it is a way of life. It's about creating unforgettable moments, offering unique experiences and giving people something that goes beyond the pure product — and where better can you do that than with a Porsche Experience?

Do you see parallels or patterns of success with other brands? Do you have role models, or are you intentionally choosing to forge your own path?

Becker: The heart of our Porsche Experience is and remains our community. And it is unique.

What economic significance does the "Experiences" segment have for Porsche alongside automobile sales today, and how do you see it evolving in the coming years?

Becker: The "Experiences" segment already plays a central role for Porsche. We make the brand come alive for customers and fans. Younger generations in particular are looking for experiences that get under their skin. That's why we are continuously developing our offer.

In which areas of the Porsche Experiences do you see the greatest potential for development?

Becker: We see great potential for Porsche Travel Experiences worldwide. People are again drawn to

foreign cultures and countries — and this is exactly what we are seeing here too. Our community is specifically looking for trips that allow them to leave day-to-day life behind. Trips that broaden your horizon. That's why we're always testing new formats in this area and expanding our offering.

With the nine Porsche Experience Centers (PEC) worldwide, you have created unique facilities where customers can experience the dynamics of Porsche vehicles and the thrill of the brand up close. The PEC locations range from Europe to North America and Asia, offering tailored experiences for different markets. What role does this international focus play in the concept of the Porsche Experience Center?

Becker: Our Porsche Experience Centers are more than just racetracks. They are places where our customers and fans can experience the brand up close. With each new location, we adapt our concept to the respective market conditions and create experiences that go beyond the pure driving experience. Whether in Europe, North America or Asia, every PEC offers our customers the opportunity to discover the thrill of Porsche in an exclusive setting. This international focus underlines our commitment to creating unique experiences for Porsche enthusiasts worldwide.

At the Porsche Arctic Center in Levi, Porsche sports cars can be experienced in the midst of ice and snow. The all-electric Taycan recently set a new drift world record for electric vehicles on ice at the site. How do customers and fans respond to the offering in Levi?

Becker: Drifting on ice is an incredible feeling — especially in the all-electric Taycan. It is not comparable to drifting on asphalt. Added to this is the magical atmosphere up there in the Arctic Circle. With a bit of luck, you might even see the Northern Lights. This is definitely an adventure that belongs on the bucket list.

How important are digital experiences to you right now — what developments do you foresee and why do you think Porsche is especially well-placed in this field?

Becker: The digital and physical worlds can no longer be clearly separated from one another. It's about the seamless integration of both worlds. And that opens up completely new possibilities for us as a brand. We connect digital and physical experiences. In new Porsche studios. In urban pop-up stores. Or in Levi. This makes the Porsche Experience even more interactive. Even more inspiring. And our customers decide where to meet us. We are where they are.

Are there plans for completely different, new forms of experiences at Porsche? What else could you imagine here?

Becker: We are always working on new experiences for our community. Experiences that touch the hearts of our customers and fans. We think without limits. From traveling with a roof tentto a fast lap on the racetrack:Modern luxury inspires our imagination, encourages us to dream and makes us smile.

Luxury goes beyond the material

At the heart of every Porsche Experience is the driving experience. The feeling of being able to leave day-to-day life behind and discover new horizons.

Info

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Consumption data

911 Turbo (Modello precedente)

Taycan 4 (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 19.9 – 17.6 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km

*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).

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