

Porsche Studio Brisbane opens in Indooroopilly

26/04/2022 The first Porsche Studio concept store in Australia has officially opened its doors, offering a new concept for urban retail from the famous sportscar brand.

Launched in conjunction with Porsche Centre Brisbane and Eagers Automotive, Porsche Studio Brisbane is located as part of the Automall West precinct at the Indooroopilly Shopping Centre.

Porsche sportscars will be on display and test drive bookings are available. A Fitting Lounge gives customers the opportunity to individually configure and order vehicles.

Porsche Lifestyle merchandise, and a private café for Porsche customers are also included. The space is designed to put a focus on showcasing Porsche innovation and maximising customer convenience.

“Our retail formats are evolving for the future, so it is exciting to see the first Porsche Studio in Australia now open,” said Daniel Schmollinger, Managing Director & CEO, Porsche Cars Australia.

"We opened our first 'Destination Porsche' dealership late last year, and now our first Porsche Studio. These new and exciting touchpoints give us different way to interact with our Porsche owners, both new and existing.

"The Porsche Studio is a great place for likeminded people, be they Porsche owners or fans, to meet and interact with our brand, products and technology."

New retail formats being explored globally

Porsche Studios are urban retail sites with a focus both on a high-quality experience and enjoyable opportunities for contact with the brand and products.

Porsche Studio Brisbane is the 20th Porsche Studio opened globally since 2017, and the first to be located in Australia.

As part of its Future Retail concept, Porsche is aiming to reach out to new, younger target groups, as well as its existing customers. The basic idea behind this is to bring the product offering to the customers and not the other way around.

Consumption data

Taycan with Performance Battery (Predecessor model)

718 Cayman (WLTP)*: Fuel consumption combined: 9.7 – 8.9 l/100 km; CO_2 emissions combined: 220 – 201 g/km; CO_2 class: G

718 Boxster (WLTP)*: Fuel consumption combined: 9.7 – 8.9 l/100 km; CO_2 emissions combined: 220 – 201 g/km; CO_2 class: G

*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).

Image Sublines

Path: media/Images/img_1.jpg
Title: Automall West opening-18 Web.jpg
Subline: Daniel Schmollinger, Porsche Cars Australia CEO (centre), with Keith Thornton and Marco Kim from Eagers Automotive

Path: media/Images/img_2.jpg
Title: Automall West opening-3 Web.jpg
Subline: Porsche Studio Brisbane is the first of its kind to be opened in Australia

Link Collection

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External Links
https://porschecentrebrisbane.com.au/Porsche-Studio-Brisbane

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