



Porsche Cars Australia to open Customer Relations Hub

27/02/2025 Porsche Cars Australia is investing in new levels of customer service and support.

From March this year, Porsche customers and prospective owners in Australia will enjoy new levels of service and support thanks to the establishment of the country's first Porsche Customer Relations Hub.

Based at the Porsche Cars Australia headquarters in Melbourne, the Customer Relations Hub will feature a dedicated team of trained specialists with direct access to Porsche experts and technical resources. They will provide advice and support relating to technical matters, general enquiries, online connectivity, and charging support for Porsche electric vehicles (EVs) and plug-in hybrid electric vehicles (PHEVs).

Designed to enhance customer experience, the Porsche Customer Relations Hub will be available seven days a week, by phone, email and online form.

"The Porsche Customer Relations Hub is all about ensuring our customers receive the excellent service

they expect from Porsche, one of the world's great luxury brands," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "They will be able to access our team's expertise any day of the week, no matter where they are in Australia."

Global support program

In 2023, Porsche opened new Customer Relations Hubs in Berlin, Barcelona and Zagreb with a 130-strong team, quickly establishing new and extraordinary levels of customer support for the more-than 30 markets they service in Europe and the Middle East.

The Porsche Customer Relations Hub is driven by the expertise and experience of Porsche Digital, the technology and digital unit of Porsche AG. This specialised service has been developed to provide specialised customer care through new and advanced technologies.

Local investment

The establishment of Porsche's new in-house Customer Relations Hub Team, is a significant investment in both the company's growth and its dedication to providing exceptional customer service. Comprised entirely of full-time, permanent Porsche Cars Australia staff, this team will play a pivotal role in strengthening the brand's connection with its Australian customers. By building an in-house, local team, Porsche is not only ensuring more personalised and direct interactions, but also demonstrating its continued commitment to delivering an unparalleled ownership experience.

Contact the Customer Relations Hub

Australian Porsche owners and drivers can contact the Customer Relations Hub from the start of March 2025.

The Customer Relations Hub will be available during the following times:

- Monday to Friday 8:00am – 9:00pm AEST
- Saturday and Sunday 9:30am – 6:30pm AEST

Phone: 1800 711 911

Email: contact@porsche.com.au

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