

Fast love

10/10/2018 The Porsche Experience Centre Atlanta has just hosted its first ever wedding - at 70 mph.

Always eager to push the boundaries of customer satisfaction, Porsche has just hosted its first ever wedding. And, appropriately enough, the ceremony was conducted at 70mph.

The Porsche Experience Centre in Atlanta helped Samantha and John, Porsche Club of America members and sworn-in marque fanatics, tie the knot in the back of a new Cayenne while it tackled the fast and tricky 1.6-mile driver development circuit.

The couple tied the knot at the Porsche Experience Centre in Atlanta

It was the second “I do” for the happy couple who, earlier that day, also enjoyed a rather slower-paced ceremony and celebration with friends and family in the atrium of the PEC, which borders Hartsfield-Jackson International airport. As well as witnessing the couple exchange vows while surrounded by classic and current Porsche cars, guests went on to enjoy high-speed ride-alongs as passengers on the

Driver Development Track.

“The entire day exceeded anything that I could have dreamed of,” said new bride Samantha Evans. “It was perfect for us. It fit us and who we are and how much we love Porsche.”

Her new husband John said that guests had been “blown away” by the first-of-their-kind nuptials. “Everybody had a blast. They were just blown away. I’ve been to dozens of weddings and they’re all pretty much the same. With this one, it was definitely different from the norm in a great way. If you’re a car enthusiast, you’re going to love it. Even if you weren’t a car enthusiast, how could you not love this?” he smiled.

Klaus Zellmer, president and CEO of Porsche Cars North America, said the wedding will serve as a test run for other ideas. "Beyond offering thrilling driving experiences for the public, our unique facilities have established themselves as highly sought-after venues for corporate events, galas, fundraisers, and numerous other special occasions."

Since opening in 2015, North America's two PECs have become popular sites for TV shows and movies, alongside corporate outings, birthday parties and even marriage proposals. So upscaling to bookend the whole marital journey with some high-speed nuptials seemed like the logical next step for the Atlanta team.

“Weddings are a natural fit for our Porsche Experience Centres,” Zellmer added. “Samantha and John's wedding is the first but hopefully won't be the last.”

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