

Australia's first Porsche Approved & Service Centre is now open

18/03/2026 Porsche Centre Willoughby has just opened the first Porsche Approved & Service Centre in Australia.

Porsche enthusiasts across Sydney have something new to look forward to, with Porsche Centre Willoughby expanding its presence with the opening of Australia's first Porsche Approved & Service Centre. Located at 43 Hotham Parade, Artarmon, this new facility brings a fresh level of convenience and refinement to the Porsche ownership experience.

Designed with both performance and comfort in mind, the Artarmon centre combines an elevated showroom, a welcoming client lounge and a dual-level workshop staffed by Porsche-trained technicians and supported by genuine Porsche parts. This additional site allows customers to enjoy easier parking, a smoother visit from arrival to collection, and shorter service wait times, making routine servicing feel more effortless.

"The opening of Australia's first Porsche Approved Service Centre in Artarmon means even greater

convenience and support for our customers in northern Sydney," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "This new facility brings to life our belief that exceptional aftersales care is essential to the Porsche ownership experience."

Just a short drive away, Porsche Centre Willoughby at 445 Willoughby Road continues to serve as the main Porsche Sales Dealership. Known for its long-standing presence on Sydney's Lower North Shore, the Willoughby showroom remains the destination for discovering the latest Porsche models, with an environment designed to immerse visitors in the brand's distinctive mix of luxury, innovation and performance.

Adding to the appeal, Porsche Approved Pre-Owned vehicles are now available at both Willoughby and Artarmon, giving customers greater flexibility when exploring their next Porsche. Together, the two locations offer a more connected and customer-friendly approach to sales and servicing, while maintaining the craftsmanship, precision and care Porsche is known for worldwide.

"Our new Porsche Approved Service Centre is all about delivering the best technical service and support for our customers," said Sean Lygo, General Manager at Porsche Centre Willoughby. "It's another example of the continued commitment the Sutton family and Porsche Cars Australia are making to the Porsche community on Sydney's north shore."

The expansion marks an exciting moment for Porsche owners and fans alike, inviting them to experience the brand through two thoughtfully designed spaces that place enjoyment, expertise and ease firmly in the driver's seat.

Destination Porsche

Porsche Centre Willoughby will now direct its focus on its next transformation.

The decision to separate Porsche Centre Willoughby's sales and aftersales facilities across two locations opens the door to the dealership's next growth stage.

"Porsche Centre Willoughby has been part of Porsche Cars Australia's retail family since 1969," said Daniel Schmollinger. "The opening of its new Porsche Approved Service Centre in Artarmon is an important step in its future plans to become Australia's next Destination Porsche Centre."

Destination Porsche is the sports car brand's flagship retail concept. It incorporates a new style of showroom designed to become a central gathering place for local Porsche communities, appealing to current owners as well as new customers. Its new architecture is characterised by its flexibility, its use of digital media for individualised communication, and its emphasis on the Porsche brand experience.

Porsche Centre Willoughby's plans involve a complete showroom renovation at its current Willoughby Road site. Work is expected to commence in the near future.

In Australia, Porsche Centre Perth, the first Multisensory Destination Porsche Centre in the world, opened in July 2023. It followed the opening of Porsche Centre Newcastle as Australia's second official Destination Porsche Centre.

Other Destination Porsche Centres in Australia include Porsche Centres Adelaide, Melbourne and Porsche Studio Brisbane. More are planned.

Info

Porsche Centre Willoughby's new Porsche Approved & Service Centre is located at 43 Hotham Parade, Artarmon NSW 2064.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

*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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