

New Porsche NOW locations open in Canada

26/08/2024 Porsche Cars Canada, Ltd. (PCL) is pleased to announce the opening of five Porsche NOW locations in the metropolitan areas of Montreal, Ottawa, and Vancouver. The brand pop-ups will be the first of their kind to premiere an electric mobility focus, heralding the arrival of new electrified Porsche models in Canada such as the Macan Electric and the 2025 Taycan.

Porsche NOW is an expression of a modern luxury concept that provides an intimate temporary sales environment, where visitors can interact with the Porsche brand, vehicles, as well as product experts in a unique and experiential environment. Inside, the pop-ups feature a configuration lounge and Porsche Lifestyle corner, as well as one or two electrified Porsche vehicles. Every pop-up incorporates recyclable cardboard cylinders in wall, seating, or display elements. A distinctive colour palette inspired by the Provence shade, first introduced with the new electric Macan, provides a stylish and inviting ambiance. Visitors will be able to participate in several curated lifestyle events ranging from in-person yoga classes to live painting sessions.

Each Porsche NOW location is run by an independent Porsche Centre encouraged to design and build

with sustainability concepts in mind. For example, solar panels power the temporary structure in Langley, while guests in Richmond can feel the flooring made of recycled footwear under their step. The five brand locations will be operating until the end of the year.

The details of each Canadian Porsche NOW location are as follows:

- **Porsche NOW Rive-Nord**
  Address : 19001 Chemin Notre Dame, Mirabel, QC J7J 0T1 (Premium Outlets Montréal)
- **Porsche NOW Rive-Sud**
  Address: 8240a Boul. Leduc, Brossard, QC J4Y0K7 (Quartier DIX30)
- **Porsche NOW Ottawa**
  Address: 225 Du Marche Way #103, Ottawa, ON K1S 5J3 (Lansdowne Park)
- **Porsche NOW Langley**
  Address: 16172 24 Ave, Surrey, BC V3S 0B9 (Morgan Crossing)
- **Porsche NOW Richmond**
  Address: 6551 No. 3 Rd., Richmond, BC V6Y 2B6 (CF Richmond Centre)

About Porsche NOW

Porsche NOW is a temporary retail format. Located in urban centers with high foot traffic or in shopping malls, the sales pop-up creates a place where guests can experience the Porsche brand in a new and exciting manner. Porsche NOW in Canada is based on the global concept and is adapted to local requirements.

MEDIA ENQUIRIES



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Consumption data

Taycan 4S (WLTP)*: Electrical consumption combined: 20.1 – 17.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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