

New Porsche Studio concept opens in Vietnam and Taiwan

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04/03/2021 With the openings of the Porsche Studios Hanoi, in Vietnam, and Tainan, in Taiwan, the sportscar manufacturer presents its new concept for urban retail.

The first official pilot in a new retail concept has opened in Hanoi, Vietnam. The Destination Porsche idea, which is already being rolled out at Porsche Centres around the world, now injects an even more contemporary, boutique-like feel to Porsche Studios. Another store based on the concept recently opened in Tainan.

Focusing on excellent hospitality and shining a light on local creatives, the new facility isn't just about allowing visitors to explore the cars on show, but will serve as a dedicated space for art installations and exhibitions by local artists who reflect the company's innovative spirit and commitment to sustainability. The studio will also be used as an event space.

Visitors will be able to immerse themselves in Porsche's heritage and learn more about the company's drive towards electric mobility. The new destination in Hanoi also has a separate area where a member of the team can guide customers through the configuration and purchase process – undisturbed and in a private atmosphere. Meanwhile, an innovative configuration table – for individuals wishing to work through the inspiring list of options themselves – can be used as a projection surface for viewing a configured vehicle in augmented reality. Porsche Destination Charging, a global charging network with AC-charging points installed at exclusive lifestyle locations, is also set to become part of the facility.

New Porsche Studio concept

"The new Porsche Studio concept offers an easy way to immerse yourself in the Porsche brand," says Deniz Keskin, Head of Brand Management and Partnerships at Porsche. "With these attractive touchpoints, visitors experience what Porsche is all about in relaxing and inviting surroundings. Within the next months and years, we will roll-out the thinking behind this concept across all our retail locations."

Besides the pilot in Hanoi, the newly opened Porsche Studio Tainan City in Taiwan is also based on the new concept. Just like the Vietnamese Studio, it aims to create a relaxing, innovative space. The glass-fronted facility houses a specially curated library and blends digital innovation with inspiring artwork.

The Porsche Studio Tainan in Taiwan

About Porsche Studios

Part of the sportscar manufacturer's Future Retail Strategy, Porsche Studios are urban retail spaces that are as much about providing hospitality and inspiration as they are about introducing visitors to the brand and products. They are located in city centres, within convenient reach of customers and new target groups. The new concept was officially implemented for the first time in Hanoi.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (Predecessor model)

Taycan 4S with Performance Battery (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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