

Detlev von Platen and Roger Penske celebrate strategic alliance in Melbourne

02/12/2024 In a significant commemoration of the strategic alliance between Porsche and Penske Automotive, Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG, and Roger Penske, Chair of Penske Automotive Group, made a special visit to the newly renovated Porsche Centre Melbourne.

This visit underscores the critical importance of their collaborative partnership in driving growth and development within Australia's luxury automotive market. As Penske Automotive officially takes over operations of Porsche Centre Melbourne today, their presence highlights a commitment to ensuring Porsche's continued success in a competitive landscape while reinforcing its legacy of over 70 years in Melbourne.

Porsche and Penske Automotive Group are proud to announce the grand opening of the new Porsche Centre Melbourne Dealership will take place in early 2025. In anticipation of this milestone, exclusive

preview photos of the state-of-the-art dealership have been released, showcasing a luxurious environment designed to elevate the customer experience. The new centre embodies Porsche's commitment to innovation, setting a new standard in automotive retail.

"We are excited to unveil a Porsche Centre that reflects the heritage and future of the Porsche brand in Australia. It not only showcases our iconic vehicles but also serves as a vibrant space for our customers," said Detlev von Platen.

For the Classic enthusiasts, a Classic garage is implemented, alongside a dedicated customer lounge, positioning it as a central hub for Porsche customers and enthusiasts to connect and share their passion. With one of the largest footprints of any dealership in Australia, this state-of-the-art facility will stand as a beacon of luxury, setting a new standard for the brand in the region.

Visitors to Porsche Centre Melbourne will also be immersed in a multi-sensory experience. Carefully curated visual elements—including distinctive lighting, contemporary furnishings and natural greenery—will create an atmosphere of excitement and renewal. Designed to deepen the connection between guests and the Porsche brand, guests will be enveloped in a tailored soundscape of region-specific music, while surrounded by the signature Porsche fragrance. Additionally, an exclusive partnership with La Marzocco will introduce the aroma and taste of high-end coffee, enriching this sensory journey.

As Daniel Schmollinger, CEO of Porsche Cars Australia, stated, "These details, much like the enduring appeal of our cars, focus on how they make you feel", highlighting the essence of the multisensory experience that awaits every visitor.

He further added, "The opening of Porsche Centre Melbourne will mark a pivotal moment in our journey. It reaffirms our dedication to redefine what it means to experience Porsche."

Roger Penske, Chair of Penske Automotive Group expressed his enthusiasm: "We are honoured to be part of Porsche's legacy in Melbourne. This partnership transcends automobiles; it's about creating exceptional experiences that resonate with our customers."

Daniel Schmollinger further emphasised, "The breathtaking design of the new space will foster an inviting atmosphere for our customers in Melbourne, offering a unique and immersive experience that reflects the spirit of the Porsche brand."

Customers can see a preview of the new Porsche Centre Melbourne at 109 – 111 Victoria Parade, Collingwood ahead of the official 2025 opening by visiting on Saturday 7th December 2024 for the Australian debut of the new Porsche Macan.

Link Collection

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