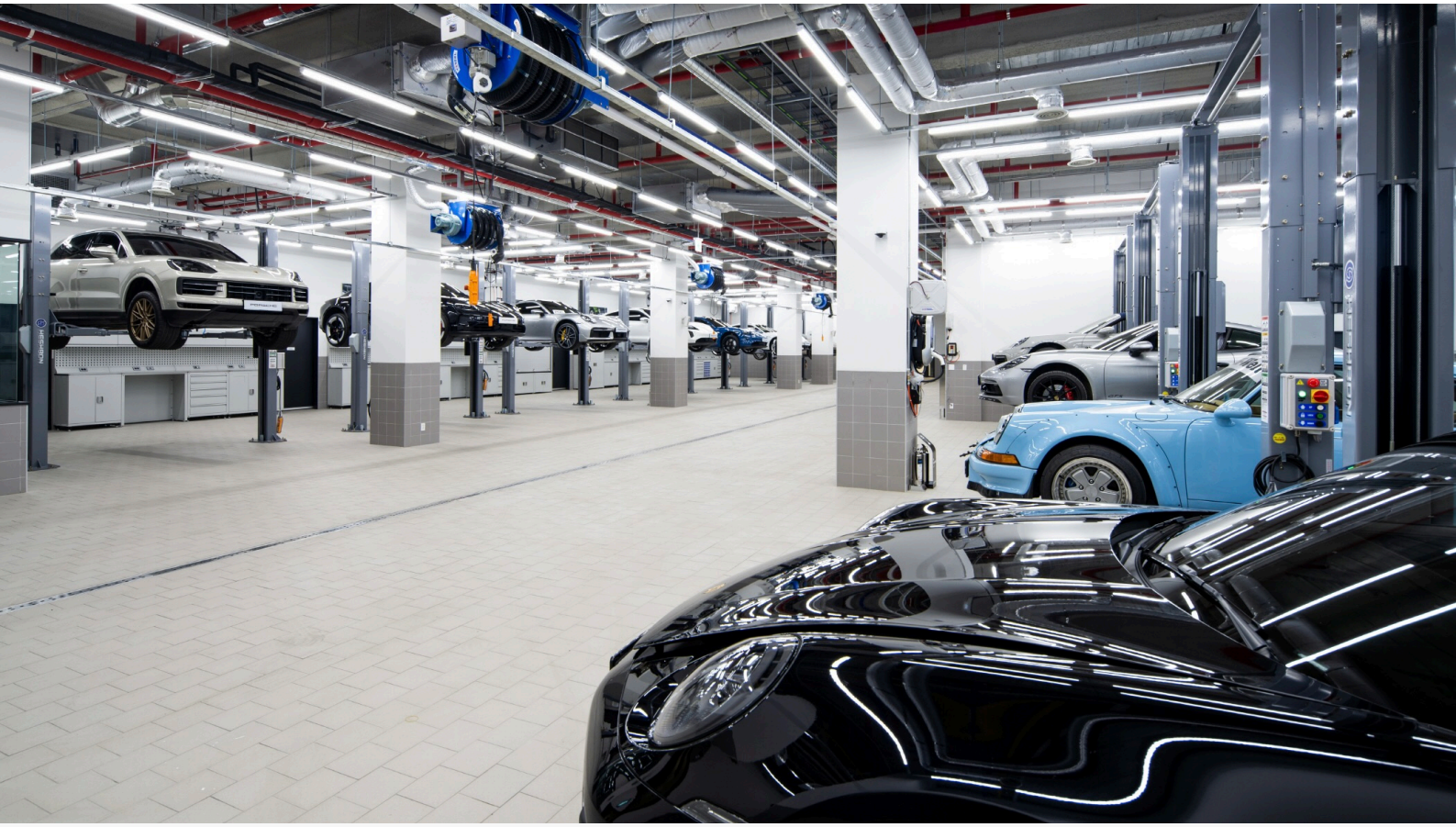


Porsche Korea opens the country's largest Service Centre

20/02/2025 Marking the start of a bold and busy year in South Korea, one of the world's biggest and most ambitious Porsche Service Centres has just opened for business.

One of the largest Porsche Service Centres of the world opened in Seongsu, Korea. It paves the way for an ambitious year for Porsche in the region, which will see a series of new model launches, the expansion of the dealer network and enhanced customer services. On the same day, Porsche Korea announced various investment plans to strengthen its brand value in Korea, and provide a tailored customer experience to reflect the new era of electrification and digitalisation.

The world's second biggest Porsche Service Centre

The newly opened centre, with the new Destination Porsche Design, is expected to play a key role in Porsche Korea's strategy to enhance its services nationwide. As well as being the second biggest Porsche Service Centre in the world, Seongsu is also Korea's most eco-friendly Porsche service facility,

featuring a highly energy efficient infrastructure.

Spanning a total floor area of nearly 16,000 square metres across 11 floors above ground and one below, the facility is equipped with state-of-the-art equipment and facilities that include 40 work bays. With the highest daily service capacity in Korea, it can already handle more than 90 cars per day, but there are plans to further expand the centre's maintenance and body and paint facilities on the sixth and seventh floors, and to add 25 more work bays.

To optimise services for electrification, the centre also features advanced infrastructure dedicated to BEVs, including a total of 31 charging stations with four high-power (320 kW) chargers. EV maintenance capabilities have been maximised too, with a team of nine high-voltage technicians (HVT) and high-voltage experts (HVE). These will work alongside a team of Porsche Global Certified Service (PGCS) Consultants and the most skilled ZPT Gold Technicians.

As part of the enhanced customer experience, the Seongsu centre features a comfortable VIP lounge, private consulting spaces, and dedicated areas to showcase Porsche Lifestyle and Porsche Tequipment. The site even includes a golf lounge with GDR training bays, a golf zone with putting rooms, a Golf Shop-in-Shop, an event zone and café. And to make sure all visitors are easily accommodated, there are more than 300 parking spots, including an AI monitored 10-floor machine parking tower for seamless vehicle storage and secure service.

“Porsche is committed to innovating the brand experience through a ‘value over volume’ strategy, actively investing in network expansion and after sales service enhancement,” says Porsche Korea CEO Mathias Busse. “The opening of Porsche Service Centre Seongsu is a prime example of this commitment, highlighting the importance of the Korean market and our vision for sustainable growth.”

Brand activities will be expanded beyond the Seongsu centre, too, aiming to deepen the connection with Porsche’s Korean fanbase and enhance the ownership experience around the country. Starting with the opening of the Porsche Service Centre Seongsu, Porsche will be launching and renovating other new facilities throughout the year, including the innovative retail concept Porsche Studio Hannam and Porsche Centre Jeju, with the aim of doubling its network by 2030. With the establishment of its second official community club, Porsche will also offer exclusive new opportunities like the Porsche Travel Experience and Track Experience.

Various investment plans in Korea

And as part of the ‘Porsche E-Mobility Strategy’, Porsche is expanding its charging infrastructure and dedicated battery electric vehicle (BEV) facilities in the region. To provide customers with an improved service experience, Porsche Korea is investing not only in a reliable charging network and specialised EV facilities, but also more highly skilled professionals to support this rapid growth.

Meanwhile, Porsche Korea remains committed to its social contribution campaign, ‘Porsche Do Dream’,

which embodies the themes of ‘Dream’ and ‘Passion’. This year, Porsche Korea will donate a total of 1.8 billion KRW (approximately 1.2 million euros) to support those in the fields of education, culture, arts, and environment, increasing the number of beneficiaries in the process.

MEDIA ENQUIRIES



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Consumption data

911 Turbo (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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Title: Matthias Busse, CEO of Porsche Korea, Korea, 2025, Porsche AG
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