

Sales Pop-Up comes to Japan

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14/07/2020 Premiere in the Asian metropolis: With Porsche NOW Tokyo, the first Porsche Sales Pop-Up store in Japan just opened its doors.

The store in Ariake district is intended to create a new point of contact for existing and new to Porsche customers for a limited period of time. The layout captivates by its glass throughout and creates a casual and relaxing space. Three vehicles including Porsche's first fully electric sports car, Taycan, are exhibited in the deck space and the store.

Porsche Turbo Charging Station which boosts an output of 150 kW, is also installed, so that customers can learn more about electro mobility and how to use it. In addition, an Augmented Reality space offers a realistic configurator that recreates customer-selected aspects in augmented reality, including the color, interior, and other optional equipment. At the same time, the first “Porsche Pro” in Japan as a new job role in the Future Retail concept will answer all inquiries about the sportscar brand. These are product experts, who advise and inspire customers and prospects with high expertise in technology and

who share a great enthusiasm for the Porsche brand.

Porsche Japan Managing Director Michael Kirsch about this new retail concept: “I am very excited about the opening of Porsche NOW Tokyo in Ariake, an area where people gather for a variety of purposes. Porsche NOW Tokyo offers the new Porsche Taycan a modern and innovative context to represent the future of the Porsche brand.”

“By bringing Porsche NOW to Japan, we further expand the global presence of our flexible Future Retail format. In this important market, we attract new and existing customers with an inviting store concept,” says Marco Kana, Director Sales Retail at Porsche.

Porsche NOW Tokyo

Rolling out across the globe

Porsche NOW is a limited-temporary Future Retail format, where the offer is coming to customers and interested people. Located in urban centers with significant 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 headquarters provides the basic concept, and dealers around the world are tailoring it to their markets. Porsche NOW Tokyo is based on the global concept and is adapted to local requirements by Porsche Japan. It will be run by Porsche dealership EBI Marketing Co., Ltd.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (Predecessor model)

Taycan Turbo S (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: Michael Kirsch, Porsche Japan Managing Director, 2020, Porsche AG
Subline: Porsche Japan Managing Director Michael Kirsch

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https://newsroom.porsche.com/en/2020/company/porsche-sales-pop-up-japan-21468.html

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