70 years after the first cars reached America, Porsche welcomes 193rd dealer partner in U.S.

24/07/2020 Porsche Ontario is the latest in California and second Porsche dealership under Walter's Automotive Group

A drive down East Inland Empire Boulevard in Ontario, California, now includes the sleek aluminum façade emblematic of a Porsche dealership since the opening of Porsche Ontario, the brand's193rd dealer partner in the United States.

"It's now 70 years since the very first Porsche cars arrived on our shores – it's a great testament to the way in which American enthusiasts have taken our brand to heart to be announcing the opening of our 193rd dealer," said Klaus Zellmer, President and CEO of Porsche Cars North America, Inc. (PCNA). "Our dealer partners are the first point of contact for Porsche customers and the heart of those personal relationships between drivers and our brand. It's exciting and encouraging to see Porsche Ontario open, especially during an unprecedented time, and speaks volumes about the efforts made every day to ignite Porsche passion."

The 72,000-square-foot facility opened in mid-July, with a showroom for 11 vehicles and more than 32 service stalls. It offers both new and Certified Pre-Owned sports cars and features two dedicated delivery areas, a customer viewing area into the two-story open service operation, a Porsche Driver's Selection Store, Porsche Fitting Room and Tequipment Selection. The new facility is decorated throughout with Porsche Heritage Motorsport artwork.

Porsche Ontario is already looking ahead to the changing world of retail, focusing on customer experience, communication and product education.

"We could not be more excited to bring the Porsche brand to the city of Ontario and the new Porsche Ontario building will be nothing but the finest representation of everything that Porsche has to offer," said Mark Marchant, Porsche Ontario General Manager. "Our customers will be thrilled with the ease of shopping, available inventory and service convenience at one of the most beautiful dealerships I have ever seen."

The Porsche Ontario is operating with regular business hours, and the sales and service staff is practicing social distancing and wearing face masks. The dealership is maintaining an extensive in-store cleaning regimen, as well as instituting safety protocols such as daily temperature checks for employees, among other practices.

Porsche Ontario is the sixth dealership from Walter's Automotive Group, which also operates Porsche Riverside in Riverside, California. Porsche has another 27 dealers in California, the state that annually accounts for one-quarter of all new Porsche deliveries in the U.S. Walter's has been operating in the Los Angeles area for more than 50 years.

Info

Porsche Ontario

2262 Inland Empire Blvd, Ontario, CA 91764

(909) 292-1958

www.porscheontario.com

Sales Hours

- Mon - Fri: 9:00 AM - 9:00 PM
- Sat - 9:00 AM - 8:00 PM
- Sun10:00 AM - 7:00 PM

Service Hours

- Mon - Fri : 7:00 AM - 6:00 PM
- Sat - Sun: Closed

MEDIA ENQUIRIES



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