



Porsche Drive expands

07/10/2024 Porsche's exclusive car rental service Porsche Drive is now available across Australia.

Porsche Cars Australia has extended its popular vehicle rental program to four more major cities. Porsche Centres Perth, Adelaide, Canberra and Newcastle will now offer the German sports car maker's unique rental service, where users can choose from a range of Porsche models to rent from one day to 28 days.

Porsche Drive rental bookings at these four new locations will commence from November 2024.

"Porsche Drive is arguably the purest way to connect with Porsche," said Daniel Schmollinger, CEO and Managing Director at Porsche Cars Australia. "The immediate success of Porsche Drive in Melbourne, Sydney and Brisbane has underlined the need to extend this popular service to more sports car lovers across Australia."

The four new locations will join Porsche Centre Melbourne, Porsche Centre Sydney South and Porsche Studio Brisbane as official Porsche Drive rental centres, bringing Australia's number of Porsche Drive locations to seven.

Driving dreams, on-demand

Porsche Drive is a unique proposition for enthusiasts of the brand, offering existing and new customers on-demand access to different Porsche vehicles. Users can choose rental periods from a single day up to 28 days, making it perfect for people looking for casual access to a range of Porsche sports cars.

"Porsche Drive is unique because it ensures Australia's community of Porsche customers, fans and followers can experience the sports cars they cherish, which adds a special dimension to their relationship with Porsche," said Daniel Schmollinger.

Using Porsche Drive is simple. The program is open to anyone who meets the eligibility criteria. Bookings can be made at drive.porsche.com.au. Once users set up their online account they simply select their preferred Porsche model and rental period from the participating Porsche Centre of their choice. Once their booking is confirmed they can collect their Porsche sports car on the scheduled date.

The Porsche models available to rent vary depending on location. They include the Taycan, 718 Boxster and Cayenne, as well as the all-new electric Macan in 2025. Different 911 variants also comprise around half of the available model range.

Porsche Drive offers users many benefits. For example, prospective owners can sample a specific Porsche sports car for an extended period before deciding to purchase. Users can enjoy the flexibility of a Porsche sports car for the times they want to drive a certain model. Passionate fans can put themselves behind the wheel of the car of their dreams, and lovers of luxury can treat themselves to a memorable driving experience for a special occasion.

"Porsche Drive users in Australia have driven more than 400,000 kilometres since the program's local launch," said Daniel Schmollinger. "Around 67 percent of Porsche Drive customers have had their first Porsche driving experience through this unique service.

"Porsche Drive has opened a new door for Australia's sports car fans, which is why Porsche Drive has been expanded nationally."

Porsche Drive Rental commenced in Germany in 2014. It is available in more than 60 locations in Europe, North America, Japan, Australia and the UAE.

Following a pilot program at Porsche Centre Melbourne in February 2022, Porsche Drive soon became a permanent service offered by Porsche Cars Australia. It quickly expanded to include official Porsche Centres in Brisbane and Sydney and is now available in seven locations across Australia.

Info

Visit drive.porsche.com.au to discover more about Porsche Drive and to make a booking.

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