First stand-alone Porsche service center kicks off major US campus development

21/07/2021 Joint venture of two Atlanta-area dealers is first project in multi-million dollar expansion on grounds of Porsche Cars North America headquarters

The first freestanding Porsche service center in the United States has opened its doors near the busy Atlanta airport. The Porsche Service Center South Atlanta, with 13 lift bays and a design focused on customer comfort and convenience, is the first step of a multi-million dollar investment in new features on the campus of Porsche Cars North America, Inc. (PCNA). Development through 2023 will also include a major expansion of the existing Porsche Experience Center track, where drivers can today book time in the Porsche model of their choice.

The Porsche Service Center South Atlanta is owned and operated jointly by Porsche Atlanta Perimeter and Hennessy Porsche North Atlanta. The two dealerships spearheaded the development of the 2.5-acre site in close collaboration with PCNA.

“Having the Service Center kick off our exciting expansion plans at our headquarters in Atlanta highlights our shared commitment to the customer experience,” said Kjell Gruner, President and CEO of PCNA. “To see two dealerships come together to create a first-class and very convenient service experience is a significant milestone. We appreciate their investment and we think our customers will as well.”

The Service Center is a 22,000-square foot facility, with 12,000 square feet dedicated to maintaining customer vehicles in a long row of spacious bays that are visible through floor-to-ceiling windows from the customer area. The interior design is based on the “Destination Porsche” corporate architecture first piloted in the U.S. at Porsche Palm Springs in 2019, putting an emphasis on thoughtful comforts and brand heritage.

“The Service Center is one great way to meet the expectations of a growing customer base in the Atlanta region,” said Peter Hennessy, Dealer Principal of Hennessy Porsche North Atlanta. “We are thrilled to provide another service option for Porsche drivers. The location inside of the Atlanta perimeter near Hartsfield-Jackson Atlanta International Airport should add value to many customers by making it easy and convenient to visit.”

The Service Center includes 3,400-sqare feet of customer space with a reception area, a Porsche Driver’s Selection boutique, as well as a Porscheplatz lounge with a coffee bar, a variety of food and beverages and Porsche retail items.

“The Porscheplatz will be the centerpiece for all of our customers,” said Jimmy Ellis, Dealer Principal of Porsche Atlanta Perimeter. “It is the place to take a break or have a casual talk with Porsche staff, all while enjoying a direct view into the pristine workshop where factory-trained technicians are working.”

The Service Center opened its doors on July 12 – just days before a similar new Porsche Service Center McKinney opened in McKinney, Texas, as the only other such stand-alone location in the country. The Dallas-area facility is owned and operated by AutoNation and functions as a satellite to its Porsche Plano dealership.

The PCNA headquarters campus, located at One Porsche Drive, opened in 2015 on 27 acres with the corporate office and the Porsche Experience Center Atlanta, featuring the current 1.6-mile driver development track as well as a fine dining restaurant, café, business center, simulator lab, Heritage Gallery and retail shop. The expansion plan through 2023 develops an adjacent 33 acres, where Porsche is investing to more than double the length of the track with new driving features, build a new Porsche Classic Factory Restoration facility and add a parking garage for the campus.

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