Queensland's first Destination Porsche Centre opens

29/06/2026 Porsche Centre Gold Coast is Queensland's first Destination Porsche Centre.

Porsche Centre Gold Coast has just reopened its doors as Australia's newest Destination Porsche Centre following an extensive 12-month transformation.

The new state-of-the-art facility in Southport has been designed and equipped according to the Destination Porsche format – the sports car brand's global architectural and retail experience concept – and includes the brand's latest generation of fittings and furnishings.

"Destination Porsche represents the Porsche experience beyond our cars," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

"Porsche Centre Gold Coast breaks new ground for our brand in Queensland by offering a luxury setting for our customers, who expect and deserve the highest standards when it comes to their experience with Porsche."

Porsche Centre Gold Coast celebrated its official reopening with a special public event held at the weekend. It was conducted in conjunction with Porsche's annual Sportscar Together Day, which saw hundreds of guests enjoy an array of fun experiences, including classic car displays, fine food, racing simulators and dedicated activities for kids.

The Sunshine State's first Destination Porsche Centre

The interior of the new Porsche Centre Gold Coast is headlined by a new, larger 10-car showroom (previously seven) in an open plan design, which means all vehicles on display are visible from every corner.

A VIP fitting lounge has been added, providing customers with a space dedicated to personalising their new Porsche via the Exclusive Manufaktur and Sonderwunsch (special wishes) vehicle tailoring programs.

Two VIP customer handover lounges offer a luxury setting where customers can take delivery of their new Porsche.

The Porscheplatz customer lounge offers barista-made coffee, and the extensive Porsche Lifestyle display showcases the brand's latest accessories and apparel, including the newly released 75 Years Porsche in Australia collection.

Porsche Centre Gold Coast's new onsite aftersales facilities include seven service bays equipped with the latest technical support equipment, supplementing the dealership's dedicated servicing facility, which is situated close by. A Washtec automatic car wash has also been added.

Destination Porsche

Destination Porsche is the concept behind the sports car manufacturer's stationary retail formats. Porsche established it for several important reasons: to satisfy changing customer needs, to support its broader product line-up, and to offer a higher degree of personalisation and flexibility for customers and guests.

Destination Porsche Centres combine automotive retail and service support, brand exhibition, and entertainment functions, becoming a real "destination" for Porsche owners and lovers of the brand and its cars.

There are more than 880 Official Porsche Centres around the world and more than 130 of them are Destination Porsche Centres. The Destination Porsche concept will be introduced to other official Porsche Centres in the coming decade.

In Australia, the Destination Porsche concept continues to be introduced. Porsche Centre Newcastle became Australia's first Porsche Centre to adopt this advanced format. It was followed by Porsche Centre Perth, which also became the first Multisensory Destination Porsche Centre in the world. Other Destination Porsche Centres in Australia include Porsche Centres Adelaide, Melbourne and now Porsche Centre Gold Coast.

Info

Porsche Centre Gold Coast is located at 1 Harvest Ct, Southport QLD 4215.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (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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