Porsche opens the seventh Experience Centre worldwide

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07/10/2019 Major event at tradition-rich race track: to mark the opening of the new Porsche Experience Centre (PEC) Hockenheimring, the sports car manufacturer is celebrating a "Sportscar Together Day" on 12 and 13 October.

Customers and fans of the brand are invited on both days to get to know the new PEC facility, test the handling track and dynamics areas as a passenger and to experience the finale of the Porsche Sports Cup first hand. They can also look forward to live acts on the stage and a "world of experience" for the kids.

"The 'Sportscar Together Day' will take place in a very special atmosphere together with the opening of the seventh Experience Centre worldwide at the very heart of the tradition-rich race track. Our customers and fans can look forward to action-packed driving events and exciting motor sports

experiences," says Alexander Pollich, CEO of Porsche Deutschland GmbH.

An exceptional photo motif will be provided by hundreds of Porsche vehicles from many decades in which customers will travel to Hockenheim from all over Germany. Parking facilities are available at the Hockenheimring – after registration on the website www.porsche.de/sportscartogether. All visitors will also have the opportunity to follow various race series of the Porsche Sports Cup live from the grandstand at the Hockenheimring. The attractions for children include racing simulators as well as the Kids Driving School, in which road safety is taught in a playful way.

Continuation of a successful concept

The event at the Hockenheimring is part of the "Sportscar Together Day" Porsche Festival, which was held for the first time on the occasion of the 70th anniversary of the sports car manufacturer in 2018. The opening weekend will take place on both days between 9:11 am and 6 pm. Parking is available directly at the site.

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