

Porsche Centre Perth becomes the world's first Multisensory Destination Porsche Centre

23/09/2024 Driving a Porsche sports car is often described as sensational, but it's inside a Destination Porsche Centre where you can ignite all five senses – and Australia is the first place to offer it.

Porsche Centre Perth has become the first Multisensory Destination Porsche Centre in the world. Western Australia's new state-of-the-art home of Porsche, which opened in 2023, is the first official Destination Porsche Centre to offer the sports car brand's fully integrated sensory experience.

The Porsche multisensory experience has been designed to further connect visitors to Porsche's retail environments and enhance their overall experience.

"Similar to Porsche sports cars, much of the magic inside a Destination Porsche Centre lies in the details," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "These details, just like those behind the enduring appeal of our cars, are all about how they make you feel. This is the

essence of the multisensory experience Porsche has created for visitors to our flagship Destination Porsche Centres."

Fine details for the five senses

Because human perception occurs when a person's senses gather information from their surroundings, the interplay of stimuli such as colours, shapes, lighting and sound can have a profound effect on how people relate to a situation. Multisensory integration, or combining stimulating and evocative elements that pleasantly activate the human senses, has therefore become an essential part of the modern luxury retail experience, which has inspired Porsche to develop its own multisensory experience for its guests.

Porsche's customer-centric retail philosophy underpins its retail architecture and interior designs. Together, they create a distinctly Porsche aesthetic. Visually, for example, the brand's dealerships are instantly recognisable. Careful attention is paid to furniture and lighting design inside Destination Porsche Centre showrooms, and details such as natural greenery, flooring and wall materials combine to evoke a tailored sense of excitement and renewal.

Curated country- and region-specific music provides a Porsche-specific sound experience, one that ignites a range of feelings, from exhilaration to a chance to unwind.

SPORTYCUIR

Perhaps the most fascinating elements within the multisensory experience Porsche has created relate to smell and taste.

Porsche has dedicated special attention to the influence of fragrance, and how scent can instil familiarity and personal associations.

"The impact of fragrance on our mood and well-being is remarkable," said Daniel Schmollinger. "It is why Porsche has developed an uplifting and fresh signature fragrance specifically for use inside our Destination Porsche Centres and new retail formats."

Named SPORTYCUIR, this unique scent is an essential element in the multisensory mix designed to enhance the visitor experience. SPORTYCUIR artfully captures the sporting essence of the Porsche brand. It has a fragrant blend of invigorating bergamot and lemon, which are complemented by juniper berry and cardamo. The heart notes of jasmine and clary sage add depth and sophistication, while the base notes of sandalwood and precious resins create a rounded, adventurous identity.

"SPORTYCUIR seeks to enlighten and inspire," said Daniel Schmollinger. "It plays an important role in our holistic visitor experience."

Porsche x La Marzocco

Augmenting this Porsche multisensory experience in Australia is La Marzocco, the Italian maker of high-end coffee machines. Porsche Cars Australia has established an exclusive partnership with the pioneering firm. La Marzocco will provide espresso machines for Australian Destination Porsche Centres.

Daniel Schmollinger: "Coffee culture is part of Australia's social fabric and high-end coffee is synonymous with service, care and relationships. From a sensory perspective, the smell of freshly ground coffee and the taste of a perfectly brewed espresso are often aligned with the most enjoyable experiences.

"Together, they add rich sensory layers to the experience of visiting our Destination Porsche Centres."

Destination Porsche Centres

The Destination Porsche concept serves as an umbrella name for the sports car manufacturer's stationary retail formats. Its establishment has been driven by changing customer needs and aims to communicate with specific target groups through a broader product line-up with a higher degree of personalisation and flexibility.

Destination Porsche Centres combine automotive retail and service, brand exhibition and entertainment functions, becoming a real "destination" for Porsche owners and brand enthusiasts.

There are more than 880 Official Porsche Centres around the world. At present, 128 are Destination Porsche Centres. The Destination Porsche concept will be applied to other official Porsche Centres in the coming decade.

In Australia, Porsche Centre Perth, the first Multisensory Destination Porsche Centre in the world, opened in July 2023. It followed the opening of Porsche Centre Newcastle as Australia's second official Destination Porsche Centre.

Other Porsche Destination Centres in Australia include Porsche Centres Adelaide, Melbourne and Porsche Studio Brisbane. More are planned.

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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