2021 China Auto Forum witnesses the inauguration of Porsche Motorsport Asia Pacific Ltd.

22/06/2021 Porsche and the Construction Leading Group of Shanghai Jiading World-Class Automobile Industry Centre held a sub-forum on motorsport during the event.

From 17 to 19 June, the 2021 China Automotive Forum, organised by the China Association of Automobile Manufacturers (CAAM), was held in Shanghai. During the event, Porsche and the Construction Leading Group of World-Class Automobile Industry Centre, Jiading District, Shanghai, jointly hosted the Motorsports Industry Sub-Forum to discuss the significance of motorsport for the development of the car industry and the creation of a racing pyramid.

The talk was aimed at accelerating the growth of Jiading's motorsport industry, and covered different sports, racing fleets, the service trade, technical operation and maintenance, technological research and development and the promotion and development of the complete automotive industry ecological chain in Jiading. At the same time, Porsche Motorsport Asia Pacific Ltd. was officially inaugurated in front of guests and leaders, and a long-term cooperation agreement with the Shanghai Jiading Comprehensive Bonded Zone was signed.

Jens Puttfarcken, President and CEO of Porsche China, said: "Jiading is the foundation stone for a world-class auto industry centred in Shanghai and the home of Porsche Motorsport in China and the Asia-Pacific region. On the occasion of the 20th anniversary of Porsche's entry into the Chinese mainland, Porsche Motorsport Asia Pacific Ltd. was officially established in the Jiading Comprehensive Bonded Zone. In the future, we will continue to deepen our cooperation with Jiading District to make the passion of Porsche racing more accessible."

The establishment of Porsche Motorsport Asia Pacific

As the first luxury car brand to set up an independent company in this special commercial area, Porsche will offer greater convenience to Chinese customers wanting to buy its racing cars. In addition to being able to pay for the cars and related services directly in RMB, Chinese consumers can also store their racers in the comprehensive bonded zone, eliminating the cumbersome process of shipping them in from overseas storage. In addition, the new company will leverage its regional strengths to fully support customer racing in the Asia Pacific region.

Alexandre Gibot, Managing Director of Porsche Motorsport Asia Pacific, said: "In order to meet the growing demand for racing cars in the Chinese market and to bring Porsche racing cars closer to

Chinese customers, we have established Porsche Motorsport Asia Pacific Ltd. in the Jiading Comprehensive Bonded Zone to provide consumers with a more convenient purchase process and a richer racing experience."

The establishment of Porsche Motorsport Asia Pacific Ltd. is another historic milestone in Porsche's journey in the Chinese market. This not only further establishes Shanghai Jiading as the home of Porsche Motorsport in China and Asia Pacific, but also promises further cooperation between Porsche and Jiading.

Promoting the development of China's motorsport culture

Motorsport has been embedded in the DNA of the brand since Porsche's birth. With more than 60 years of racing history and more than 30,000 race wins, Porsche is one of the most successful brands in the field. After entering the Chinese market, Porsche has transferred this innate passion to what is a vibrant market.

The Porsche Carrera Cup Asia is now in its 18th season, having been first held in 2003. After years of development, it has become the premier one-make series in Asia. It not only provides a platform for elite drivers from all over the world to compete together, but also focuses on the training and development of young racing talents in the region. Many outstanding drivers have entered the world's top racing series through the Porsche Carrera Cup Asia. In the 2021 season so far, the largest number of Chinese drivers in the series' history have appeared on a number of China's most prestigious tracks.

In order to steadily promote the development of motorsport culture in China, Porsche introduced the Porsche Sports Cup there in 2019. The Porsche Sports Cup is an extremely popular, global customer and clubsport racing series. Under the current domestic motorsport situation, Porsche has launched four different driving programmes for different levels, aiming to help more fans transition from enthusiasts to professional racers. The Porsche Sports Cup China has now been held for three consecutive years, and the scale is constantly expanding.

The Porsche Motorsport Asia Pacific Pyramid presents a progressive path for racing drivers to take them step by step, from the Porsche Experience Centre, to the Porsche Sports Cup China, to the world-class GTE series, showcasing not only the most comprehensive driving experience and the ultimate driving pleasure, but also the determination and confidence of Porsche to continuously promote the development of Chinese motorsport culture from multiple dimensions.

About Porsche China

Since entering the Chinese market in 2001, Porsche China has been dedicated to bringing the sporty genes and innovative spirit of the marque to Porsche enthusiasts in this dynamic market. In Porsche's network in China, customers can experience the unlimited appeal of Porsche's iconic sports cars: the

legendary 911 series, the renowned 718 Boxster and Cayman mid-engine sports cars, the luxurious Cayenne premium SUV, the dynamic and pioneering Macan SUV, the luxurious four-door Panamera with pure sports genes and the all-electric Taycan four-door sports saloon. Each demonstrates excellence in performance, exquisite design, and consistent commitment to the perfect quality that Porsche embodies. Across Mainland China, Hong Kong and Macau, there are now 137 sales sites in operation, ensuring that Porsche customers receive the hallmark personalised care that sets Porsche apart around the world. A total of 21,991 Porsche cars were handed over to Chinese customers in the first three months of 2021, ensuring that China remains the largest single global market for Porsche.

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Jojo Tang

Vice President Public Relations and Press
+86 21 6156 5890
jojo.tang@porsche.cn

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