

Porsche Experience Center Toronto opens in June

16/04/2025 Canada's Porsche Experience Center will open this June, just 40 kilometres east of Toronto's famous CN Tower. The eagerly awaited facility, in Pickering, Ontario, will become the world's 10th PEC and the third to be located in North America.

"The upcoming opening of the Porsche Experience Center Toronto marks an important milestone for the brand here," says Trevor Arthur, President & CEO, Porsche Cars Canada, Ltd. "We are delighted to be able to share the excitement with our fans by providing them with an ability to experience this exceptional facility, which will be the first for a carmaker in Canada and will create some 65 local jobs."

The thrill of driving Porsche

Porsche Experience Center Toronto is set to provide enthusiasts with the opportunity to experience and learn more about vehicle dynamics, technology and the thrill of driving a Porsche first-hand, with expert guidance offered by trained staff year-round.

The two-kilometre driver development handling circuit incorporates several elements inspired by iconic racetrack sections such as Laguna Seca's corkscrew, the Nürburgring's Carousel and the Porsche Curves of Le Mans. The handling circuit, dynamics area, low-friction handling circuit and low-friction drift circle are four instructor-led driving modules designed to demonstrate the engineering and capabilities of Porsche models.

Inspired by and sourced in Canada

Canadian touches appear on and around the building with Quebec wood lamellas on the exterior walls and a Porsche-commissioned local art sculpture at the entrance.

Designed with an eye towards sustainability, the main building is equipped with a geothermal heating and cooling system. Photovoltaic roof panels will also provide renewable energy for approximately 20 per cent of the building's overall electricity consumption.

The Porsche Experience Center Toronto is the first of its kind to feature an urban concept with a conscious effort to provide flexible space options. On the main level, visitors will be able to enjoy an artisanal coffee and indulge in culinary creations at the Carrera Café or visit the Porsche Lifestyle Shop featuring a selection of apparel, accessories, model cars and lifestyle products. In addition, guests will find a lab with five cutting-edge simulators. Behind the wheel of a virtual Porsche, they can compete on racetracks from around the world. The lower level is the gateway to the driving modules (or circuit), while the upper floor incorporates meeting rooms to accommodate groups.

The PEC Toronto will be a one-of-a-kind facility that is set to delight customers, business partners and brand enthusiasts alike as they celebrate every aspect of the brand.

Exciting experiences with the sports car brand

Porsche Experience Centers are a unique concept in the automotive industry and offer Porsche fans and customers exciting experiences with the sports car brand and its products. There are currently 10 PECs in Leipzig, Silverstone, Atlanta, Le Mans, Los Angeles, Shanghai, Germany's Hockenheimring, in Franciacorta, Tokyo and now Toronto. In 2024, plans for the next PEC – in Singapore – were announced, with a scheduled completion date of 2027.

MEDIA ENQUIRIES



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