

Ninth Porsche Experience Centre to be built in Japan

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25/11/2020 Porsche Experience Centres are flagships of the brand's vehicle demonstration sites and offer fascinating live experiences of its products and its services. In 2021, the ninth location of this kind will open in Chiba prefecture next to Tokyo in Japan.

"Porsche is all about unique customer experiences and our worldwide Porsche Experience Centres embody this approach which cannot be found elsewhere in the automotive world," says Detlev von Platen, Member of the Executive Board, Sales and Marketing at Porsche. "Our Japanese customers love the sportiness and exclusivity of our products – with the new Porsche Experience Centre, they will get a great location to live this passion and share it with others." Other Porsche Experience Centre (PEC) are located in Leipzig, Silverstone, Atlanta, Le Mans, Los Angeles, Shanghai, Hockenheim, and Franciacorta (scheduled to open in 2021).

Maximum experience of Porsche sports car performance

The new PEC Tokyo will be equipped with a circuit track, a dynamics area, an off-road track, as well as other various track contents to experience the maximum of Porsche sports car performance. Customers and fans of the brand can learn about enhanced driving theory and techniques by specialist instructors. Moreover, visitors to the PEC Tokyo can enjoy the realistic racing simulator, grab a coffee in the lounge or have a dinner in the restaurant. Additionally, PEC Tokyo caters for a range of business needs, with meeting rooms where numerous training sessions can be held and an area for corporate events.

The 2.1 km circuit track reproduces famous corners from racetracks around the world, such as the Karussell ("Carousel") on the Nürburgring in Germany and the Laguna Seca corkscrew in the U.S. While other PECs have flat 2D tracks, a specific feature of PEC Tokyo is its undulating 3D track that takes advantage of the natural topography.

Japanese style prevails

The adjoining building employs an exterior design that is inspired by Edo Kiriko, a traditional Japanese craft. A Japanese pattern consisting of diagonal lines called yaraimon will have a unique design and protects the exterior from damage and dirt. The interior will also adopt a Japanese flavor that conjures images of plaster-work and Japanese gardens.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart