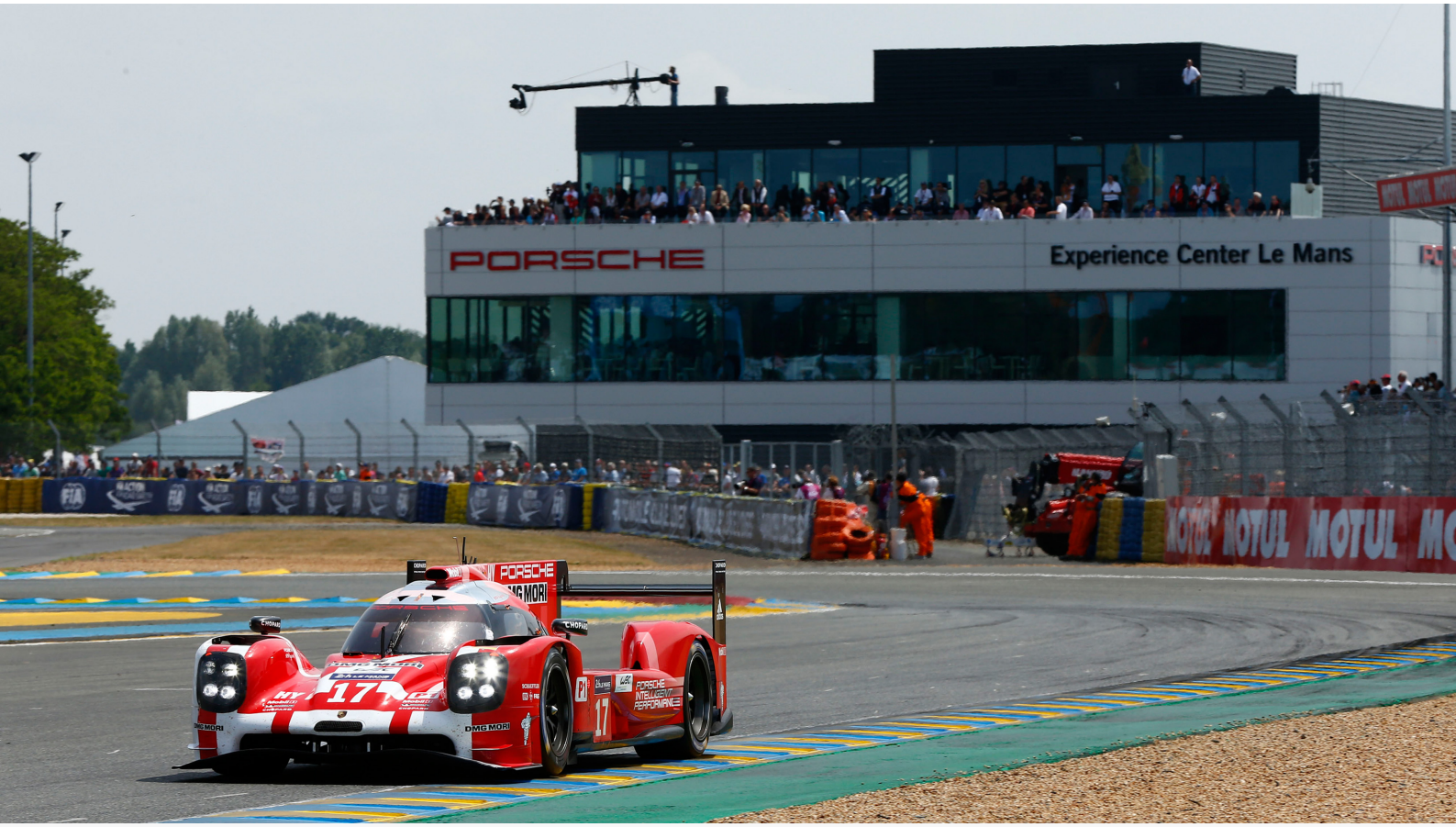


Porsche opens Experience Center in Le Mans

12/06/2015 Porsche France has celebrated the official opening of the Porsche Experience Center Le Mans on 12 June.

The Experience Center is ideally located on the 2.9 kilometre racetrack "Circuit Maison Blanche" and offers customers and all Porsche enthusiasts an exclusive brand experience. Visitors have an opportunity to experience the outstanding handling characteristics of all Porsche models for themselves on the test circuit and a road track and to learn how to use the full potential of these sports cars.

"With our new model range including sports cars like the 911 GT3 RS, the Cayman GT4 and the Boxster Spyder, we offer extremely sporty products on the market", said Bernhard Maier, Member of the Executive Board Sales and Marketing at Dr. Ing. h.c. F. Porsche AG. "Being able to offer our customers an authentic brand experience at this location is a unique opportunity and makes the Experience Center even more special."

Opened on time for the Le Mans 24-hour race

Pierre Fillon, Chairman of the Automobile Club de l'Ouest, also emphasised the historic ties between Porsche and the 24 Hours of Le Mans: "Porsche has competed in races here every year since 1951 and therefore more frequently than any other manufacturer. The fortunes of Porsche and the ACO are therefore closely linked. I am sure that you will agree with me that there can be no more legitimate place in the world for the French Porsche Experience Center than the circuit of the 24 Heures in Le Mans."

It was a challenge to construct the almost 2,600 m2 building to ensure that it opened on time for the 2015 24-hour race: "We couldn't have realised this project without the very close cooperation between Porsche and the Automobile Club de l'Ouest", says Marc Ouayoun, Managing Director of Porsche France. "Thanks to the commitment of all those involved we were able to adhere to the very tight construction deadline of just ten months, which means that we will be able to follow the race in our "own" four walls this year."

Perfect your driving style? The Porsche Sport Driving School helps

Porsche drivers, future customers and fans of the brand will be able to take advantage of various offers at the Porsche Experience Center Le Mans (PEC): at the "Porsche Sport Driving School" anyone can perfect their driving style with professional instruction on the racetrack behind the wheel of the latest Porsche models. The "Porsche Experience Programme" offers all customers ordering a Porsche an opportunity to take part in a half-day training session at the PEC to enable them to become acquainted with and master the special features and equipment of the brand's models.

Furthermore, customers can take delivery of their new Porsche right on site. As well as a Porsche Service Center where current and earlier models can be serviced and repaired, there is also a Porsche Driver's Selection boutique and a permanent exhibition of current and historic vehicles. Further information on the PEC and registration for one of the various programmes is available at www.porsche-experience-center.fr.

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