Announcing Porsche Centre Kitchener-Waterloo and Porsche Centre Niagara

16/07/2021 Two new points for the brand will be operating in southwest Ontario.

Porsche Cars Canada, Ltd. (PCL) announces the official ground breaking on the newest brand location in Ontario, Porsche Centre Kitchener-Waterloo. Located at 1705 Victoria Street North in Kitchener, Porsche Centre Kitchener-Waterloo has a planned opening of Q4 2022 with a 12-car showroom, new vehicle delivery area, 7-bay workshop, and a full basement with parking.

"At Porsche we believe in the acceleration of digitalization as well as the need for traditional brick-and-mortar stores," said Marc Ouayoun, President and CEO, Porsche Cars Canada, Ltd. "In the future, digital and in-person interactions will go hand-in-hand for a seamless customer experience while sharing the passion for the brand."

Porsche Centre Kitchener-Waterloo will represent the seventh of its kind in Ontario. It will become the

second Porsche point for the Policaro Automotive Group. Moreover, the auto group is planning to open a third location. Porsche Centre Niagara is expected in 2023.

Each point will feature the new Destination Porsche global image design. The new retail concept features an array of amenities to provide people a way to interact with the brand. To enable this, a large and open area named Porsche Platz welcomes visitors.

About Porsche Cars Canada, Ltd.
Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 50 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2020, Porsche sold 7,402 units in Canada.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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