

First Porsche Studio Opens in the United States

26/06/2023 Porsche Studio Portland offers customers an immersive brand experience in the heart of the city

Portland, Oregon. With great anticipation and energy, the first Porsche Studio in the United States has celebrated its grand opening in Portland, Oregon.

“We are thrilled to bring the Porsche Studio concept to Portland,” says Joe Lawrence, Executive Vice President and COO of Porsche Cars North America, (PCNA). “The Studio concept offers our customers a warm, inviting, and convenient new place to engage with Porsche, whether configuring their new dream car, taking delivery, or just stopping by for an espresso.”

Porsche Studio Portland is in the heart of the city's fashionable Pearl District, a former warehouse district, known for its art galleries, microbreweries and the iconic Powell City of Books. As part of the festivities, the legendary rock band Foreigner performed at the studio for around a thousand guests.

Highlights from Porsche Studio Portland Grand Opening

“We feel honored and excited to open the first Porsche Studio in the United States,” says Frank Geary, Executive Vice President of Sunset Imports, which also owns Porsche Beaverton. “We believe in the brand, product and community, and could not pass up the opportunity to introduce Porsche in such a vibrant part of our city.”

In honor of the grand opening, a 2003 911 Targa restored by technicians at Porsche Beaverton as part of last year’s Porsche Classic Restoration Challenge was auctioned off for $61,000. The proceeds went to the Dougy Center, whose mission is to provide support to families dealing with grief.

A look inside Porsche Studio Portland

The new contemporary, boutique-like facility features a 12,920 sq-ft studio space over two floors. Guests can comfortably immerse themselves in Porsche's heritage while learning more about its future direction. An inviting bar and lounge area features regional cuisine and beverages including locally roasted artisan coffee. The work of local artists is also on display among a rotating selection of vehicles. In the configuration space, customers can look through the inspiring list of options and configure and order the vehicle of their dreams. As an option for existing clients, drivers can drop-off and pick-up their vehicle at the Studio for service at Porsche Beaverton. The Studio will also offer courtesy vehicles and rideshare transportation options. Test drives are also available. Plans are in place to host events and activities for Porsche enthusiasts and the local community including yoga days and wellness weeks.

Info

Porsche Studio Portland

1432 NW Johnson St.

Portland, OR 97209

503-718-6040

https://www.studio.porschebeaverton.com/

Hours:

Tuesday-Saturday: 8 a.m.- 5p.m.

Closed: Sunday and Monday

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America
404-539-5031
frank.wiesmann@porsche.us

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2023/company/First_Porsche_Studio_Opens_In_United_States-32885.html

Media Package
https://pmdb.porsche.de/newsroomzips/e42b3f6c-2cdf-4aef-a6f0-73d9c3f77c63.zip