

Porsche Studio opened in Beirut

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30/01/2018 Porsche is strengthening its presence in the Middle East by opening the world's third Porsche Studio in Beirut. Similar to "Porsche on Sylt" and the "Porsche Studio Guangzhou", the new site adopts an innovative sales format, allowing the sports car manufacturer to interact with new target groups in their everyday lives in a more direct manner.

The new premises are located in the city centre, offering customers an insight into the complete range of the brand's services. A special highlight is the platform – reminiscent of a catwalk in a fashion show – and LED screen, which plays recordings to depict the various sports cars in a real-world environment. Special sound and fragrance elements create an experience that appeals to all of the visitors' senses.

"The capital city of Beirut, as the economic and cultural centre of the country, is particularly attractive as a location for a Porsche Studio. The new sales concept is an important instrument for further increasing the attractiveness of the brand and reaching new fans and customers, especially in growth markets", says Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing

at Porsche AG.

The Porsche Studio Beirut is centrally located in the Solidaire shopping district, covering an area of over 300 square metres and giving the brand a strong presence in the immediate environment of its current and prospective customers. The entire range of vehicles is available for customers to take for a test drive. If a customer is interested in making a purchase, their choice of car can be customised in the on-site Trimming & Configuration Labs and supplemented with items from Exclusive Manufaktur. The Porsche Studio works closely with the existing Porsche Centre in Beirut, also making it possible to purchase vehicles directly on site.

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Porsche is continuously developing the sales landscape; the Porsche Centres are still at the heart of this, but the sports car manufacturer and its sales partners are also trying new approaches. In addition to the Porsche Studios, there are currently five Porsche Experience Centres around the world, allowing customers and fans to experience the Porsche brand up close and personal and put the power, sportiness and safety of the vehicles to the test for themselves.

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