Porsche Cars Canada teams up with Canadian cyclist, Emily Batty

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29/07/2021 Porsche owner a genuine connection for the brand.

Porsche Cars Canada, Ltd. (PCL) is excited to announce a continued connection with Canadian multiple time National Mountain Bike Champion, Emily Batty, in 2021.

Emily Batty, Ontario-born, is a professional cyclist who began competing in her first World Championships in 2005. Her progressive results over the years brought her to the London 2012 Olympics and 2016 Rio Olympic Games. A World Champion bronze medalist in 2016 and 2018, Emily is on track to targeting six UCI Mountain Bike World Cups as well as the Mountain Bike World Championships in Italy in 2021.

As a Porsche owner and already a part of the Porsche family, Emily is a driven young female that is a

perfect match for the brand. Her passion, drive and determination to achieve the highest level of performance will definitely inspire others to do the same to reach their dreams. The Porsche community is looking forward to following Emily's ongoing story with Porsche and thrilled to support her in her upcoming competitions.

"Being part of the Porsche family and owning my own Porsche is a dream come true," says Emily. "From a young age I have always demonstrated the importance of pursuing my athletic and entrepreneurial dreams. Between Porsche's racing heritage and advanced engineering in their iconic sports cars, and encouraging the next generation of female entrepreneurs, joining the Porsche family means the world to me."

"The gender split between our Porsche customers continues to lessen," states Marc Ouayoun, President and CEO of Porsche Cars Canada. "Through expansion into younger, more targeted audiences, and with a localized Canadian partnership, we can further extend our brand awareness into new demographics. We are pleased to continue our relationship with Emily Batty. Her passion for Porsche sportscars combined with her extensive background in sports are a welcomed collaboration."

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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