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## Porsche launches sales pop-up as flexible sales format

The sports car manufacturer is therefore increasingly complementing its Porsche Centres with new sales formats where the product offering comes to the customers and new target groups instead of vice versa. These formats include sales pop-ups – modular kits that can be used flexibly and at short notice in highly frequented locations.



The basic concept is provided by Porsche and realised in a cooperation of Porsche subsidiaries and dealers in the respective markets. They individually choose the topic focus of each sales pop-up. The aim is to guarantee the highest possible relevance for the local target group while at the same time ensuring a certain recognition value. As a common feature, all locations have a configuration lounge to select materials and colors as part of vehicle configuration. Digital elements such as large screens and interactive units are also a fixed part of the concept. This is intended to allow younger target groups in particular to come into contact with Porsche in a partly playful way.

### Taiwan is the first market to launch the Sales Pop-up as rolling concept



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