New Porsche Experience Centre at the Hockenheimring

25/04/2018 Another Porsche Experience Centre has been given the green light: The world's seventh customer experience centre from the sports car manufacturer is due to be built at the Hockenheimring.

Over the next two years, a 176,000-square-metre area at the heart of the historic circuit will see the construction of a state-of-the-art building complex, a handling course, several driving dynamics areas and an off-road course. The work is due to start towards the middle of 2018, with the experience centre expected to be operational by the end of 2019. Porsche is implementing this project in collaboration with emodrom-group, the company responsible for the strategic development of the Hockenheimring.

"The Porsche Experience Centres allow our customers and fans to experience the performance of our vehicles as well as the fascination of the brand at first hand", explains Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. "We are extending this unique offering by constructing this new site near our main plant in Zuffenhausen." In terms of its architecture, the customer experience centre will follow the example of existing Porsche Experience Centres. Spread

over three floors, an area of 4,500 square metres will house event spaces, conference and meeting rooms, a Porsche Selection Shop, a Porsche Classic Lounge plus a restaurant and café. Workshops and exhibition areas for vehicles will be constructed, too. A rapid charging infrastructure will also take the growing importance of hybrid vehicles, plus the requirements of the Porsche Mission E, into account.

Just like the existing sites located in Leipzig, Le Mans, Silverstone, Atlanta, Los Angeles and Shanghai, the Porsche Experience Centre in Hockenheim will offer a comprehensive driving experience. The 5,200-square-metre off-road course will also provide the ideal conditions for customers to experience the off-road capabilities of the sporty SUV Cayenne and the Macan models. "The Porsche Experience Centre in Hockenheim will become an important site for our home market of Germany", says Jens Puttfarcken, Chairman of the Executive Board at Porsche Deutschland GmbH. "Even in the age of digitalisation, live experiences with the Porsche brand are just as important as ever."

Thomas Reister, CEO of emodrom-group, followed up, saying: "I am delighted that we have been able to attract Porsche, our preferred candidate, as a long-term tenant for the redesigned Hockenheimring. The manufacturer's decision to construct another Porsche Experience Centre here, so close to the corporate headquarters, demonstrates the great potential of our concept, and sends a strong message to other companies and universities that they should get involved with our agile mobility showcase. At emodrom-group, we are investing purely private funds in the double-digit millions, which, in the medium to long term, will also benefit the city, the metropolitan area and Baden-Württemberg within the automotive utopia of Germany."

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