

Company 25/06/2019

## Porsche Korea Opens 'Porsche Studio Cheongdam'

The World's 8th Porsche Studio Opens in Seoul: On the 18th June, Porsche Korea opened a new retail format 'Porsche Studio Cheongdam' in Gangnam.



Free-floating and rotatable LED Walls create different spatial setups; a relaxing atmosphere is provided by Digital Ambient Screens. At the "Interactive Heritage Wall" and by exhibited racing vehicles, customers can experience the Porsche brand heritage with its history of motor sports. On the first floor, major current and future Porsche products are on display. In addition, customers can individualize their dream car in the Porsche Exclusive Manufaktur corner – for example via digital Augmented Reality Clay Models.

In addition, new job roles will support a specific hospitable atmosphere. A 'Porsche Pro' will be responsible for product descriptions and test drives, while 'Porsche Studio Consultant' will design customized vehicles. 'Porsche Studio Host & Digital Specialist' will provide studio introductions and customer services and cater to new Porsche customers.

"In the Porsche Studio Cheongdam we attached great importance to a special brand experience – combining the historically based core of Porsche and today's digital world," says Matthias Becker, Vice President Overseas and Emerging Markets Representative at Porsche AG. "With an atmosphere that is exclusive and relaxing at the same time, our eighth Porsche Studio will be a "place to go" for all fans of the brand."

Porsche Next Korean Typeface



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