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Porsche Center is becoming a modern gathering place

In Hangzhou, China, the first refurbishment pilot of the new corporate architecture concept "Destination Porsche" for Porsche Centers has celebrated its official opening.



"Destination Porsche" creates a digital world, which brings a seamless experience for customers. Virtual reality applications let customers virtually experience their own car configuration. Touch screens make the products and services of the Porsche brand come alive in an interactive way. Tablet-based vehicle acceptance process, E-signature, online payment and other digital approaches are also elevating the customer in-store journey to a new level. The digital solutions build up the individualized connection between customer and Porsche products.

Diversified retail formats bringing Porsche closer to customers



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