



PORSCHE

News Release

December 5, 2013

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A special visitor record

The Porsche Museum welcomes its two-millionth visitor

Atlanta. During the anniversary year of the Porsche 911, the museum of Dr. Ing. h.c. F. Porsche AG in Stuttgart, Germany, has welcomed its two millionth visitor through its doors. “We are delighted to have reached this new visitor record before Christmas”, reports Achim Stejskal, Director Porsche Museum. During the second half of this year, the “50 years of the 911” special exhibition in particular attracted more than 200,000 visitors from all over the world to Zuffenhausen. The upward trend in visitor numbers over the past four years is an indication of the museum’s success: In its opening year in 2009 alone, over 500,000 people visited the Porsche Museum. By June 2011, the Museum at Porscheplatz had welcomed one million guests through its doors. “More than 35% of our visitors come from outside Germany”, explains Achim Stejskal.

Using the latest museum didactics at its 5600-cubic-metre exhibition space, one of the main functions of the Porsche Museum is to convey the wealth of historical and contemporary information available about Porsche as a company. However, the sportscar manufacturer also celebrates anniversaries and showcases exhibits several times a year to young and old alike in the form of special exhibitions – a current example is the “60 years of the super sportscar” exhibition. What's more, the Porsche Museum is sending out more and more classic models from its stock to historical events around the world, to act as rolling brand ambassadors. This year alone, over 250 events in 11 separate countries, such as China, Russia, Japan, Australia and the USA, have involved exhibition vehicles from the museum.



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Prior to the Porsche Museum celebrating its fifth anniversary on January 31, 2014, extended opening hours will be kept during the Christmas period. Visitors can enjoy the exhibition space from 9.00 to 18.00 on December 26. Entry to the museum costs €8 for adults and €4 for concessions. Children aged 14 and younger can visit the museum free of charge if accompanied by an adult. For more information, please visit

www.porsche.com/museum.

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, including the Macan and Cayenne SUVs and the Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000 motorsport wins to date.

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