



PORSCHE

News Release

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*Brand immersion experience features brand stories, virtual driving and design challenge*

## **Porsche launches “The Sound of Porsche” – A three-week, multisensory pop up in Manhattan**

**New York.** Porsche Cars North America announces the launch of The Porsche Brand Pop Up in New York City on Monday, September 15, 2014. “The Sound Of Porsche: Stories of the Brand” transforms space in Manhattan’s fashionable Meatpacking District into a modernized record store – to transport consumers to the true essence of Porsche. At this interactive multisensory brand experience, visitors are immersed in displays of the innovative performance and design that defines Porsche’s senses. The event space is divided into three areas: The Sound Lab Virtual Drive Experience powered by Bose, The Media Station, and The Design Corner – where one participant will win a trip to the Porsche Museum in Stuttgart, Germany. Visitors also have the opportunity to shop at the on-site Porsche Drivers Selection store.

**The Sound Lab Virtual Drive Experience powered by Bose®** features the iconic Porsche 911 Carrera 4S Coupe. The 911 exemplifies Porsche’s commitment to design, innovation, quality and excellence as portrayed in one of the featured media tracks titled “From Draft to Drift – The Porsche 911”. Visitors experience the 911 through sound and visual mapping, selecting a metropolitan melody (urban drive), country cadence (mountain pass) or racing rhythm (the Nurburgring).

**The Media Stations** through the experience center introduce guests to a custom record / playlist created by Porsche. Viewing highlights include ‘Electrifying Performance’ and ‘One of Us’ which feature Porsche racecar drivers Mark Webber and Patrick Dempsey. Other curated Porsche enthusiasts include Boris Apenbrink featured in ‘Porsche Exclusive – The Most



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Personal Car' and Sally Carrera in 'A Porsche Goes to Hollywood.' The films signify what the Porsche brand experience means to them in the form of an audio and film perspective. Each media station features advanced noise-cancelling Bose QuietComfort® 25 headphones, so that participants can completely lose themselves in Porsche.

Lastly, **The Design Corner** area serves as a "blank canvas" where visitors can draw what the sound of Porsche means to them, then upload their designs to social media via #soundofporsche. Consumer-generated designs are featured in the space, and the winner of the best design will receive a trip to the Porsche Museum in Stuttgart, Germany.

"The Sound of Porsche allows us to connect with new people in new ways. We are taking people on a sensory journey," said Andre Oosthuizen, Vice President Marketing, Porsche Cars North America, Inc. "By creating a modern day music store, we are enabling individuals to experience Porsche through telling video. Passersby can relax while taking in the films that signify the Porsche Brand experience. It's a unique way of telling our story."

Launching at the height of fashion season in NYC, the pop up's invitation-only grand opening on September 15 will be hosted by fashion powerhouse and music royalty Angela Simmons, namesake of the ANGELA I AM lifestyle brand and daughter of legendary rap artist Reverend Run of Run-DMC. The Sound of Porsche will be open to the public from 10am to 6pm EST, September 16 through October 5 located at 446 West 14<sup>th</sup> Street, New York, NY 10014 in the Meatpacking District. New York is the first stop for The Sound of Porsche, which will also be showcased in London and Shanghai.

Images are available to view and download at:

[http://press.porsche.com/media/gallery2/v/photos/press\\_release\\_images/The+Sound+of+Porsche/](http://press.porsche.com/media/gallery2/v/photos/press_release_images/The+Sound+of+Porsche/)



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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 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany. PCNA employs approximately 270 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 66-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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