



PORSCHE

News Release

April 14, 2014

No 23/14

Where a vision becomes reality: Porsche Celebrates Topping Out of its Future Headquarters in Atlanta

Atlanta. Today, Porsche has celebrated the topping out of its future American headquarters in Atlanta. Located at the Northeast corner of Hartsfield Jackson International Airport the building will house 400 plus Porsche employees and feature a Technical Training Center Classic Car Restoration and Display Area, Business Center, restaurants for customers and employees, as well as a Porsche Experience Center including a 1.6 mile long test track.

The 27.7 acre site is still being prepared for the track layouts with a variety of special modules where drivers can later test the capabilities and characteristics of the different Porsche sports car models. Yet, the concrete skeleton of the building already gives a vivid indication of the impressive size and cutting edge architecture of the actual headquarters.

“The Topping Out is an important milestone on our road to One Porsche Drive, as we call our future home,” said Detlev von Platen, President and CEO of Porsche Cars North America. “It’s a symbol of the power and passion that will finally bring our vision into reality. Thanks to the great partners that work with us on the design and construction of this project and the invaluable support and goodwill of the state and the cities of Atlanta and Hapeville we’ll be able to achieve our ambitious goal to start with our operations in our new premises by the beginning of next year.”



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A number of local dignitaries were on hand to celebrate with Porsche, including Mayor Kasim Reed, Lt. Governor Casey Cagle, Councilmember Joyce Sheperd and Fulton County Commission Chairman Dr. John Eaves.

The project team employed to bring the project to completion includes: Whiting-Turner, general contractor; Jacoby Development, project development manager; Mace, project management; HOK, building architect; IBI Giffels, track architect; Kimley-Horn, site engineer; AMEC, geotechnical and environmental consultancy, and Epsten Group, commissioning agent.

The build-up of the entire site has involved over 1,200 construction workers and engineers so far. By the time the project is completed by the end of this year, 225,000 cubic yards of earth will have been moved, 27,000 cubic yards of concrete poured and 500 tons of steel placed.

Total investment for the new Porsche headquarters is approximately \$100 million.

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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 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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For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

Note: Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>