



Porsche Opens Fine Dining Restaurant at New Experience Center in Atlanta

Restaurant 356 Features Locally Sourced Organic Ingredients and Diverse Global Cuisine

Atlanta. Porsche Cars North America, Inc. has officially opened the doors to its new fine dining “Restaurant 356” in Atlanta, Georgia. The restaurant sits on the complex of the Company’s new \$100 million Porsche Experience Center and headquarters. With panoramic views of the world-class 1.6-mile driver development track, 356 is sure to become a premier dining destination for local patrons and for visitors to Atlanta.

“Atlanta is a city known for its diverse tapestry and international cuisine,” said Andre Oosthuizen, vice president of marketing for Porsche Cars North America, Inc. “At Restaurant 356, our guests will enjoy elegant dishes that honor Atlanta’s global flavors, while culminating a unique Porsche experience.”

Located on the second level of the Porsche Experience Center, 356 offers a distinct view of aircraft taking off and landing at Runway 826 Right at the Hartsfield-Jackson Atlanta International Airport. Innovative dishes are served inside a dining room featuring a contemporary décor. The seasonal menu showcases a refined world cuisine made with locally farmed and foraged ingredients. A vast wine selection pays tribute to the great winegrowing regions of the world. Classically-focused cocktails are available for those favoring tradition.

At the helm of Restaurant 356’s purist approach to food is Executive Chef Kyle Forson, former executive sous chef at The Spence. Forson focuses on carefully hand-crafted dishes that let the quality of seasonal ingredients shine through.

While guests can expect to see influences from Forson’s own Polish heritage and experiences with French, Californian, and Southern fare, no single type of cuisine will dominate the menu.



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“I want guests to enjoy food that enhances the Porsche experience and fuses it with a sense of place,” said Chef Forson.

Restaurant 356 is open to the public Thursday through Saturday for dinner, Tuesday through Friday for corporate booked lunch events, and is closed on Sunday and Monday. Reservations can be made through the restaurant's website (<http://www.restaurant356.com>) or via OpenTable (<http://www.opentable.com/restaurant-356>). Restaurant 356 also provides catering and serves as an event venue.

In addition to Restaurant 356 and the driver development track it overlooks, the Porsche Experience Center features a classic car gallery, restoration center, human performance center, and driving simulator lab. A state-of-the-art business center features 13,000 square feet of conference and event space. The complex has been specifically designed as a destination for the public, where an estimated 30,000 guests are expected to visit each year.

Images may be viewed and downloaded at:

<http://press.porsche.com/media/gallery2/v/photos/porscheexperiencecenteratlanta/>

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 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 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

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

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