Porsche Experience Center and Headquarters Fact Sheet

CORPORATE HEADQUARTERS FACT SHEET

Located in the southern metropolitan district of Atlanta, Georgia, this one-of-a-kind facility showcases a commitment to both design and functionality and serves to provide an incomparable experience among all other automotive brands in the world. Beyond its captivating architecture, One Porsche Drive invites customers, business partners and brand enthusiasts to celebrate every aspect of Porsche. In addition to its corporate offices, the headquarters is also home to an industry first in North America – the Porsche Experience Center, which features a module-based 1.6 mile driver development track. The venue is also home to Human Performance Center, Business Center, Classic Car Gallery and Restoration Center and the Porsche Exclusive – Personal Design Studio. In addition, the experience center also includes a Driving Simulator Lab, the Porsche Driver's Selection Store, the Carrera Café and Restaurant 356 for the ultimate fine-dining experience.

Location

- Cities of Atlanta and Hapeville, Georgia; the track is partially in Clayton County
- Adjacent to Hartsfield-Jackson Atlanta International Airport
- Porsche is the first company to break ground at the 130-acre "Aerotropolis Atlanta" development site
- Conveniently located off I-75, at the southwest corner of Porsche Avenue (formerly Henry Ford II Avenue) and I-75

Investment

- Approximately $100 million dollars

Facilities at a Glance

- 27.7-acre complex includes:
  - Porsche U.S. headquarters offices
  - Porsche Experience Center
  - Porsche Technical Training Center
  - Fine-dining at Restaurant 356

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PORSCHE EXPERIENCE CENTER FACT SHEET

As the first automotive experience center to open in North America, The Porsche Experience Center- Atlanta is a destination where customers and enthusiasts alike can immerse themselves in the Porsche brand. The highlight of the facility is the 1.6 mile driver development track consisting of six different modules designed to simulate everyday driving conditions and provide more challenging environments to experience the thrill of driving a Porsche. The venue is also home to Human Performance Center, Business Center, Classic Car Gallery and Restoration Center and the Porsche Exclusive – Personal Design Studio. In addition, the experience center also includes a Driving Simulator Lab, the Porsche Driver's Selection Store, the Carrera Café and Restaurant 356 for the ultimate fine-dining experience.

Driver Development Track

- The track consists of six driving modules:
    - *Handling Circuit*: A 1.6 mile handling course designed to mimic winding country road with a number of corners and undulations. Here, a driver will learn the finer points on choosing the correct path when negotiating the curves and proper application of accelerating and braking technique.
    - *Kick Plate*: Tests vehicle control skills when encountering a skid or spin. The kick-plate is a flush-mounted, hydraulically actuated plate placed before a wetted epoxy surface. As a vehicle travels over the plate at a safe rate of speed, sensors move the plate randomly left or right to mimic sliding that might occur during inclement weather conditions.
    - *Off-Road Course*: Features 21 different off-road obstacles including a 1.1 ratio hill climb and a 45-degree vertical descent challenge to demonstrate the expansive capabilities of a Cayenne's off-road engineering and safety technology.
    - *Dynamics Area*: Tests the speed, agility and lane-change performance on a large asphalt pad designed to simulate unique maneuvers you may encounter during your daily driving.
    - *Low-Friction Circle*: Provides over-steer capabilities of a Porsche vehicle at the low-friction circle with uniform inward slope and polished concrete surface.
    - *Low-Friction Handling*: A similar polished concrete surface as the Low-Friction Circle, except it introduces a series of unique, tight curves, with a mixture of various radius types on-and-off camber corners
- Extensive 77 vehicle fleet with core products.
- Customers can book a various driver experiences through porschedriving.com.

Human Performance Center

- A leading sport science laboratory with unparalleled facilities and programs designed to maximize personal fitness, nutrition, wellness and athletic performance
- Offers training programs incorporating the latest techniques used in preparing Porsche race car drivers for the grueling demands of endurance sports car competition
- Uses state-of-the-art laboratory testing equipment to assess your individuals sport specific fitness profile
- Customized programs range from heat acclimation to nutrition and hydration strategies

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Driving Simulator Lab

- Cost effective introduction to driving and racing
- Links driver training and coaching to safety and driving enjoyment
- Brings to life the visual thrill of driving on top-level racetracks around the world
- Intentionally designed to replicate characteristics of famous circuits
- Uses highly responsive actuators and algorithms to create realistic driving experience
- Helps engineers and drivers optimize car setting prior to a race
- Provides a fun entertainment option for those simply seeking something different

Porsche Exclusive – Personal Design Studio

- Gives customers the opportunity to build their most personal Porsche
- Offers a wide selection of leather, paint samples and specialty parts
- Personal Design Specialists on hand to support customer in design process

Business Center

- 1st floor includes five board rooms; prices range from $500 - $800 per day
- 2nd floor includes two conference rooms; prices range from $1,500 - $3,000 per day
- Can accommodate multiple groups simultaneously
- Includes various seating configurations, Wi-Fi, and state-of-the art audio/visual equipment
- Full service catering available for an additional fee
- Unique architecture with a stunning backdrop for any event
- Room reservations along with corporate and special event inquiries can be made at porschedriving.com

Classic Car Gallery & Restoration Center

- Includes a customer gallery and exhibition gallery housing museum cars
- Provides a display setting next to other legendary Porsche Classics for customers' vehicle storage
- Recessed ceiling lamps surround each vehicle in light so that each vehicle shines on its own
- Offers high-end storage for Porsche customers and collectors

Restaurant 356

- A contemporary world-class fine-dining experience
- Serves seasonal cuisine with ingredients sourced from local famers, foragers and artisan craftsmen
- Executive Chef, Kyle Forson
- Interiors inspired by the design of the legendary 356 vehicle

Carrera Café

- Barista-style café featuring a selection of coffees, drinks and light fare
- Features a pendant light that is inspired by the stick shift of early 911 vehicles.
- Décor includes three graphic column wraps that display Porsche's historic race imagery
- Houndstooth fabric wrapped panel reminiscent of certified upholstery material first used in early models.