



Porsche Launches New Vehicle Delivery Program at Experience Center in Atlanta

Atlanta, Georgia. Porsche Cars North America has launched its New Vehicle Delivery program at the Porsche Experience Center (PEC) in Atlanta. The program enables customers to place a factory order for a new vehicle through any authorized Porsche dealer in the U.S. and take delivery directly from the experiential destination, located at One Porsche Drive in Atlanta.

California forensic accountant and attorney Tracy Blumenthal was the first official customer to participate in the program today when she picked up her new Cayenne S E-Hybrid sport utility vehicle.

“We are thrilled to launch the New Vehicle Delivery program as another premium offering at our Porsche Experience Center in Atlanta,” said Andre Oosthuizen, Vice President, Marketing, for Porsche Cars North America. “We welcome further customers to follow the lead of Tracy Blumenthal and enjoy this exclusive opportunity to truly experience the Porsche brand.”

New Vehicle Delivery customers receive a total VIP experience, comprised of a tour of the PEC, an in-depth vehicle orientation with a delivery specialist, a 90-minute experience in a Porsche on the driver development track, and lunch at Restaurant 356, Porsche’s fine-dining destination.

Because Blumenthal is the first customer taking part in the New Vehicle Delivery program, she also enjoyed a special demonstration lap in an 887-horsepower 918 Spyder plug-in hybrid supercar with former Porsche race car driver and 24 Hours of Le Mans winner David Donohue.

“Porsche is a remarkable brand that I have repurchased multiple times, consecutively,” Blumenthal expressed. “You truly can’t understand the genius of these cars unless you have in fact had the opportunity to get behind the wheel of one.”



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In addition to Blumenthal's new Cayenne S E-Hybrid and the 918 Spyder, also on display for the launch were the two other Porsche hybrid vehicles – the Panamera S E-Hybrid and 919 Hybrid race car.

The New Vehicle Delivery program marks the latest in a unique set of offerings at the Experience Center designed to immerse customers in the complete Porsche experience. Other PEC features include a 1.6-mile driver development track, conference and meeting facilities, a Classic Workshop for maintenance and repair of customer vehicles, the Porsche Heritage Gallery and the fine-dining Restaurant 356. Approximately 17,500 guests visited the PEC between June and December 2015.

The New Vehicle Delivery program is available at no additional cost to all Porsche customers who place a factory order for a new Porsche vehicle. To register, customers coordinate with their local dealer and cover necessary travel arrangements. Reservations are limited and scheduled by appointment. Further information is available at any authorized U.S. Porsche dealer or online at www.porsche.com/usa.

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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 186 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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