



PORSCHE

News Release

December 7, 2017

No. 89/17

Porsche Cars North America and Porsche Design Introduce North America's First Concept Store at South Coast Plaza in Costa Mesa, California

New concept complements strong dealership network in Southern California

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), in collaboration with Porsche Design, has introduced a concept store that will enhance the customer experience by combining the worlds of luxury retail and the finest sports cars.

With 1,600 square feet of retail space, the new store at the renowned South Coast Plaza in Costa Mesa, California carries Porsche Design merchandise, has a regularly rotating vehicle display, and houses a 16-foot by 9-foot high-definition video wall.

Porsche Design associates will be able to provide basic information on Porsche vehicles to potential customers using tablets and the in-store display vehicle. No cars will be offered for sale or demonstrated at the Porsche Design store; they will continue to be offered and sold only through PCNA's network of 189 authorized Porsche dealers.

"We've created an additional unique setting to engage customers where they are, and to maybe create an appetite for our sports cars," said Klaus Zellmer, President and CEO of Porsche Cars North America. "The Costa Mesa location perfectly complements our strong dealer network in Southern California and our new Porsche Experience Center Los Angeles."

The video display shows branded content on Porsche motorsports, new cars, and the Porsche Experience Center. The store features a great selection of Porsche Design products including men's apparel, timepieces, electronics, luggage, writing tools, fragrances, leather goods, eyewear, and home accessories.



PORSCHE

News Release

December 7, 2017

No. 89/17

The new store is located in the Carousel Atrium at South Coast Plaza in Costa Mesa. South Coast Plaza was home to the world's first Porsche Design store in 1988, and is the nation's highest grossing shopping center with sales of approximately \$2 billion and more than 21 million visitors annually.

###

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 911, 718 Boxster and 718 Cayman sports cars; 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, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 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 Porsche brand's nearly 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect 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.

Follow us: twitter.com/porsche | facebook.com/porsche

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

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