



PORSCHE

News Release

November 27, 2012

No 58/12

*A new destination is born: Porsche breaks ground on cutting edge American headquarters*

## **Porsche Cars North America celebrated a landmark groundbreaking**

**Atlanta.** Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche sports cars, Cayenne SUVs and the Panamera four-door sports sedan, today celebrated a landmark groundbreaking of its new headquarters, to be known as One Porsche Drive. Located adjacent to Hartsfield-Jackson Atlanta International Airport, the 26.4-acre site is the first complex to be built in the “Aerotropolis Atlanta” business district.

Employees from Porsche Cars North America and its affiliates Porsche Financial Services, Porsche Business Services, and Porsche Consulting attended the event alongside executives from Porsche Group companies in North America and Germany, as well as local dignitaries. Most of Porsche’s North American operations will be consolidated under one roof once the new facility is finished in the second half of 2014.

“Porsche’s presence has been embraced by Atlanta and the state of Georgia for the last 14 years,” said Matthias Mueller, President and CEO of Porsche AG. “We’re happy to reciprocate the sentiment with this new facility, which contributes to the state’s economic development and also adds a bit of glamor to the local community.”

Mueller also reminded the audience of the lasting love affair of the Americans with Porsche, which goes back to the early fifties and is a powerful incentive for the company to safeguard and nurture this extraordinary relationship. “Our investment here in Atlanta



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is a testament to our belief in the future of this great nation and, above all, our confidence in this very important market,” he said.

Ultimately, One Porsche Drive will house 400 employees, including 100 jobs that will be new to Georgia. In addition to corporate offices, it will also be comprised of a Technical Service and Training Center, a Conference Center and a Museum. As an industry first, the Porsche headquarters campus will feature a Customer Experience Center including a 1.6-mile test track and handling road course to showcase the capabilities of Porsche’s industry-leading vehicles.

“This world-class facility underscores our commitment to customers and dealers in the United States, which remains the single largest market for Porsche vehicles,” said Detlev von Platen, President and CEO, Porsche Cars North America. “Today’s ceremony also symbolizes Porsche putting down permanent roots here in Atlanta, a city we have proudly called home since 1998.”

Atlanta Mayor Kasim Reed and Georgia Governor Nathan Deal were among the event attendees.

“I am delighted to extend a warm welcome to the first tenant of the Aerotropolis development site,” said Atlanta Mayor Kasim Reed. “Porsche’s presence here underscores the City of Atlanta’s continuing commitment to attract world-class companies and iconic brands to our city. Furthermore, it sends a clear and unmistakable signal to other companies that Atlanta is open for business.”



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Neighboring facilities currently include the Delta Air Lines world headquarters, Wachovia Bank's principal processing center and the world's busiest airport, which served more than 92 million travelers in 2011.

"Porsche's new headquarters is a terrific asset to Georgia's economy and a unique travel destination for the millions of travelers who arrive in our great state each year," said Nathan Deal, Governor of Georgia. "I'm confident One Porsche Drive will become a renowned address that stands for vision, innovation and success – as well as one of the greatest driving experiences in the world."

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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, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 192 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-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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