



News Release

May 23, 2012

No 22/12

**Porsche Motorsport North America to Relocate to  
Future Porsche Experience Center Los Angeles**

Move will result in better work environment, adds further spice to an exciting venue

**Atlanta**, May 23, 2012 – Today, Porsche Cars North America (PCNA) announced that Porsche Motorsport North America (PMNA), a wholly owned subsidiary of Porsche AG and the sole sales and service provider for the German sports car maker's North American customer sports programs, will move its operations from Santa Ana to Porsche's future Experience Center in Carson, California. PCNA will build a 53-acre facility and road handling course at one of the busiest cross roads in the Greater Los Angeles area beginning this summer with the completion expected by fall of 2013.

"This not only makes sound business sense, but is symbolic as well," said Detlev von Platen, PCNA's President and CEO. "Aside from offering a modern, purpose built working environment, the motorsport specific operations will provide additional energy and dynamics to a facility that is all about performance both on the vehicle and human side. Thus our new Experience Center will perfectly symbolize the core of the Porsche brand, which has always been a successful blend of a passion for racing and for spirited yet responsible driving on open roads," he added.

The new Porsche Experience Center Los Angeles will offer a world class test track and handling course, including areas where special surfaces replicate rain, ice and snow conditions plus a special off-road area that combines 45-degree declines and ascents. In addition, the Center will also offer programs focused on maximizing personal fitness, wellness and athletic performance. This unique facility, the Porsche Human Performance Center, will feature a leading sports science laboratory and training programs, incorporating the latest techniques used in preparing Porsche race car drivers.

The Porsche Experience center will not just be for those who drive the track. The facility is designed for the whole family, offering a Porsche Café and gift shop along with plenty of track side viewing areas. Additional fine dining facilities will be available for business meetings and events.

"We are very happy that we'll be able to move PMNA's operations to the next level," said Jens Walther, President of Porsche Motorsport North America. "Our future home will offer us the space needed to expand our operations from engine and transmis-

sion building, parts supply and race support to developing our vintage racing services to the many owners of Porsche's historic race cars in this country."

Porsche is the largest manufacturer of race cars with a wide range of products from the 911 Cup car to the ultimate 911 RSR. PMNA sells these models to customer teams in North America and provides them with parts, service and expertise in between races and at the track. The PMNA service truck is a fixture at most race tracks in the U.S. and Canada. With the new facilities, Jens Walther and his team of 18 highly trained specialists will be able to try out the results of their engineering labor on a test track together with their customers. They will also afford the thousands of visitors to the Porsche Experience Center a glimpse behind the curtain of the thrilling world of motorsports.

###

**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 194 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.

**Follow us: [www.twitter.com/Porsche](http://www.twitter.com/Porsche) and [www.facebook.com/Porsche](http://www.facebook.com/Porsche) and [drive.porsche.com/us](http://drive.porsche.com/us)**

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

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