



PORSCHE

News Release

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Foundation of innovative Porsche driving facility marks a major milestone for marque in China

Porsche Experience Center in Shanghai to begin construction

Atlanta/Shanghai. Porsche China and Shanghai International Circuit Co., Ltd. held a foundation ceremony to celebrate start for the development of the Porsche Experience Center in Shanghai. To be established adjacent to the current Formula One track at the Shanghai International Circuit (SIC), it will become the first Porsche Experience Center in China and in all of Asia, joining an exclusive group of other Porsche Experience Centers in Leipzig, Germany and Silverstone, England. The innovative facility will offer Porsche customers and enthusiasts from across the country the opportunity to discover the pleasure of driving and to hone their skills on the track by experiencing the full range of premium Porsche cars.

With construction scheduled to be completed by late next year, Porsche plans to open the Experience Center by early 2014. The facility will be directly managed and operated by Porsche China, and it will represent a total investment by the marque of more than 135 million RMB.

Created to make it easier than ever before for enthusiasts to immerse themselves in the world of Porsche, the completed Porsche Experience Center will be a 100,000 square-meter driving facility including a handling circuit, slalom module and low-friction circle — and a three-story Training Center. Through both, guests will optimize their driving knowledge and technique. Each and every one of them will have the chance to experience the superior performance and capabilities of all



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Porsche cars as they learn to achieve the full force of Porsche. It has long been a goal of Porsche to allow all Porsche customers and enthusiasts in China to enjoy such regular and convenient opportunities to steer the full range of Porsche cars. Therefore, after initially beginning preparatory work towards that end more than one year ago, Porsche has since been steadily moving forward with plans to found this new destination for Porsche customers and enthusiasts. This February, the marque signed an agreement with Shanghai International Circuit Co, Ltd to locate the Porsche Experience Center beside the SIC, putting it in the company of one of the most renowned destinations for motorsport in China where the F1 Chinese Grand Prix is held every year.

At the ceremony, the Shanghai International Circuit Co., Ltd. expressed its excitement for the foundation of the new Experience Center and its continued collaboration with Porsche. The company also remarked that the facility is sure to provide an unforgettable driving destination for China's Porsche enthusiasts as the SIC has long hosted a regular stop on the Porsche World Roadshow's four-city tour through Mainland China."

Mr. Matthias Mueller, President and Chief Executive Officer of Porsche AG, said, "This new facility will join a selective group of other Experience Centers worldwide, built to reward our most loyal customers, and China was the next natural choice. Having been here for over a decade, our continual success has shown that our valued Chinese customers have an unrivalled passion for Porsche. As a result, we are now moving into the next stage of Porsche's growth strategy, by giving something back to our customers and offering them more unique Porsche driving experiences. We could think of no better



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way to embark on this journey than by creating this Porsche Experience Center right here in Shanghai, the city that we call our home in China.”

“This is a tremendous milestone for Porsche in China,” said Mr. Helmut Broeker, Chief Executive Officer of Porsche China. “The establishment of this facility truly is a testament to the dedication shown by our countless loyal customers across the country. So to demonstrate our commitment to the loyalty of these customers, and in recognition of the outstanding growth we continue to enjoy in this rapidly expanding market, we are building this center. We hope that the Porsche Experience Center will prove to be a great addition to the history of motorsport in China and, most importantly, a destination for all who share our love for Porsche sports cars.”

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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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