Porsche to Build West Coast Experience Center

New Southern California facility will be a center of excellence for vehicle and human performance education, from track experiences and driver training to car culture events.

LOS ANGELES – November 16, 2011 – Porsche Cars North America (PCNA) today announced it will build a second new Porsche Experience Center in North America, in Carson, California. The purpose-built 53-acre facility and road handling course will be one of only five such sites in the world, including the original Porsche Experience Center at the legendary Silverstone Circuit in Great Britain and Centers in Leipzig, Germany and Shanghai, China. In May, Porsche announced North America’s first Porsche Experience Center, to be built as part of the company’s new U.S. headquarters complex in Atlanta, Georgia.

The new West Coast location will be situated near the intersection of two major Los Angeles area traffic arteries, the 405 and 110 Freeways, and is just minutes from Los Angeles International Airport (LAX). Southern California is one of the largest Porsche markets in the United States. Groundbreaking is anticipated for summer 2012.

“Helping enthusiasts feel and connect with their vehicle’s full potential through intelligent engineering has always been a part of the Porsche philosophy,” said Detlev von Platen, President and CEO of Porsche Cars North America. “Now, we are excited to turn dreams into reality for all driving enthusiasts by creating a safe, exhilarating environment for experiencing the pleasure of being in the driver’s seat.”

Given the Porsche Experience Center’s extensive lineup of facilities and programs, finding the perfect mix of education and enjoyment won’t be difficult, no matter the individual’s skill or interest level. The centerpiece of the complex will be a world-class test track and handling course, including areas where special surfaces replicate rain, ice, and snow conditions. These training sections include the Ice Hill, where a steep slope, computer-controlled water jets, and a low-friction surface will challenge even the most experienced drivers and help them improve their real-world skills. A special off-road area will combine 45-degree declines and ascents – ideal terrain for unleashing a Porsche Cayenne.

Driving enthusiasts can sign up for sessions with highly trained Porsche driving consultants, while new drivers can enroll in programs that teach technique for navigating today’s challenging roadways. The Porsche Driving Experience isn’t just for adults – special programs for kids will ensure that even young enthusiasts get an early start in the art of...
automobile appreciation. Facilities, including track access, dining and conference spaces, will also be open to car clubs, corporate clients, and other special groups.

In addition to vehicle-based activities, the Porsche Experience Center will also offer programs focused on maximizing personal fitness, wellness, and athletic performance through its Porsche Human Performance Center. This unique facility will feature a leading sports science laboratory and training programs, incorporating the latest techniques used in preparing Porsche race car drivers. Whether an individual’s competition vehicle of choice has four wheels or two – or consists of one’s own legs – the Porsche Human Performance Center offers customized experiences ranging from heat acclimation training and hydration strategies to individual wellness assessments.

Millions of residents and visitors will have easy access to the Porsche Experience Center: at LAX alone, over 59 million travelers passed through the airport in 2010. Another 15 million consumers reside within a 50-mile radius from the facility, and even more are based within a few hours travel time by car, including Orange and San Diego counties, California and major markets to the North.

“Our mission is to help everyone who loves automobiles and car culture to experience the pure joy, the art, and the science of driving,” said James Taylor, general manager, Porsche Experience Center. “Whether you want to experience the latest Porsche models like the new seventh-generation Porsche 911, upgrade your personal performance as a racer or athlete, or host a car club event or a product launch, we look forward to working with customers to create a memorable program.”

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 trackside viewing areas. Additional fine dining facilities will be available for business meetings and events.

The Carson, California Porsche Experience Center will be designed by several of the world’s leading architectural partners. Atlanta-based design firm Cooper Carry has been charged with creating the buildings’ eco-friendly footprints and structures, while two of the leading test track architects and engineers in the world, Giffels/IBI and Tilke Engineering, are designing the driving facilities.

Steve Janisse  
General Manager, Public Relations  
770-290-3690  
steve.janisse@porsche.us  

Nick Twork  
Manager, Product Communications  
678-323-6975  
nick.twork@porsche.us
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.

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