

Porsche Experience Center Atlanta

Facts & Figures

> 150,000



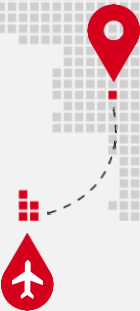
visitors since the opening of Porsche Experience Center in Atlanta in June 2015



US headquarters

« with more than 500 employees

12 min



from the airport to the Experience Center

Approx.

220,000

gross square feet of interior conditioned area and around 14,000 gross square feet of structured exterior terrace are included in the building



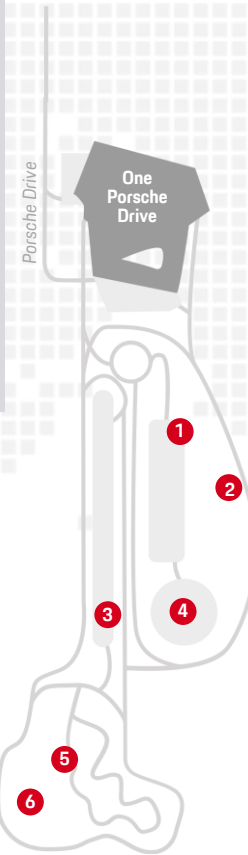
Investment

Approx. \$100 million

Biggest invest by Porsche AG outside Germany

Grand Opening June 2, 2015

- 1 Kick Plate
- 2 Handling Circuit
- 3 Dynamic Area
- 4 Low Friction Circle
- 5 Low Friction Handling Circuit
- 6 Off-road Course



68% of people doing a driving experience are not Porsche owners
28% are very likely to buy a Porsche after a driving experience

» 2018
5,700
average visitors per month

» 2015
2,900
average visitors per month



Experience Center

Business Center

Heritage Gallery

Technical Training Center

Exclusive Manufaktur

Classic Factory Restoration

Fine-dining at Restaurant 356 & café