

Porsche Experience Center LA

Facts & Figures



> **100,000**



visitors since the opening of the Porsche Experience Center LA



Los Angeles



Investment

Approx. \$60 million

Grand Opening November 11, 2016

>> **4,600**

average visitors per month

2018

>> **3,600**

average visitors per month

2016



Long Beach

You can easily reach the Experience Center from

3 Airports

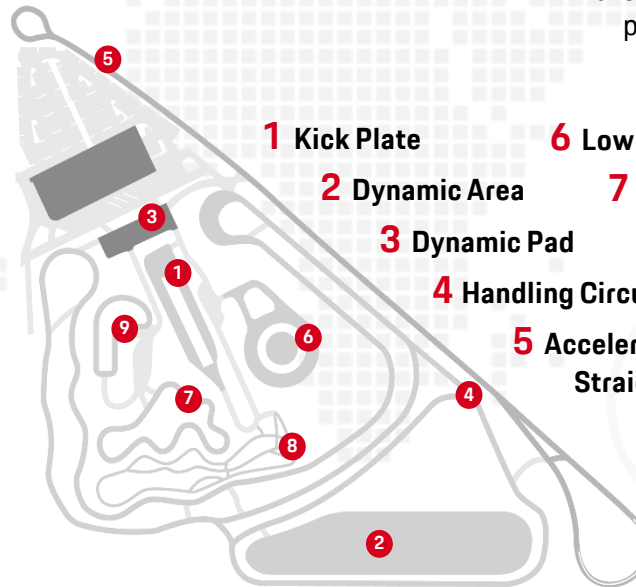
Approx.

50,000

square feet of building space for the Porsche Experience Center LA and Porsche Motorsport North America



John Wayne Airport



1 Kick Plate

2 Dynamic Area

3 Dynamic Pad

4 Handling Circuit

5 Acceleration Straight

6 Low Friction Circle

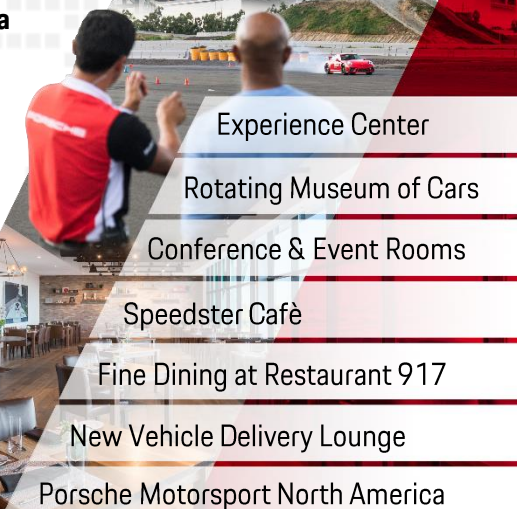
7 Low Friction Handling

8 Off-Road Area

9 Ice Hill



56% of people doing a driving experience are not Porsche owners
35% are very likely to buy a Porsche after a driving experience



Experience Center

Rotating Museum of Cars

Conference & Event Rooms

Speedster Café

Fine Dining at Restaurant 917

New Vehicle Delivery Lounge

Porsche Motorsport North America