



Destination Porsche new corporate architecture rolled out in Canada

20/04/2021 Quebec City and Greater Toronto Area dealerships become the first across the nation to feature brand's latest design.

Destination Porsche – a striking new corporate design concept inaugurated in Palm Springs, California, in 2019 – had its Canadian premiere with the opening of the relocated Porsche Centre Quebec last month. Now, it is Porsche Centre Markham's turn to open, becoming the first point in Ontario to espouse the brand's new global retail architecture. Located at 8590 McCowan Road at the northwest corner of the CF Markville site, this all-new sales and service dealership is operated by Pfaff Automotive Partners. It takes over from the temporary Porsche Now Markham pop-up location, which had opened its doors late last year during the construction of the main store

✕ We are delighted to see the adoption of the all-new Destination Porsche architecture by two dealerships in the first few months of 2021," said Marc Ouayoun, President and CEO, Porsche Cars Canada, Ltd. ✕ Representing the evolution of automotive retail, this forward-looking global concept is intended to be a gathering place for the Porsche community with an emphasis on brand experience."

Further development of the Porsche DNA

The design of future Porsche Centres uses the structure of current ones and completes it with further developed and new elements. The interior style remains timeless so that attention is focused on the displayed vehicles. In addition, the fundamental form typical of current dealerships will remain.

The renewed exterior aluminum façade opens up in partial areas, offering a look inside the facility. This creates a welcoming impression that is supported by the elevated glass façade on the ground level. The aluminum panels above the main entrance as well as red LED lighting emphasize the dynamics of the concept.

The customer journey through a flexible world of Porsche

The customer journey through new Porsche dealerships runs along various themed modules that can be flexibly integrated and adapted. This makes the interior easy to customize towards regional or individual characteristics. The modules represent for instance current Product Highlights, E-Performance or Certified Pre-Owned cars. Another focus is on social spaces with a newly created lounge area where customers and fans of the brand can come together.

Digital means for an individualized customer approach

An important pillar of the new corporate architecture is targeted digital media. Part of it is virtual reality with which customers can virtually experience their own car configuration. Touch screens will also make the products and services of the Porsche brand come alive in an interactive way.

Concept as part of the Porsche retail strategy

The implementation of the "Destination Porsche" concept begins with the Porsche Centres – and thereby the core of retail. In the future, other physical touchpoints will also be geared even more towards customer needs, and the possibilities for communication will be expanded. In addition to Porsche Studios in urban areas, these locations include pop-up stores as well as new digital contact points and formats that enable more ways to experience the Porsche brand.

Destination Porsche is also ready for the brand's future, with dedicated electric vehicle charging stations on-site, as well as an electric vehicle battery repair room for servicing the Porsche Taycan and future electric Porsche models.

Porsche of Halifax will be next to feature the new look in the second half of 2021, followed by Porsche Centre Richmond, Mark Motors Porsche in Ottawa, and Porsche Centre Kitchener Waterloo in 2022.

About Porsche Cars Canada, Ltd.

Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 50 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts

Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2020, Porsche sold 7,402 units in Canada.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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