

# PORSCHE

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**Georgia Department of Transportation  
State Transportation Board  
Intermodal Committee Meeting  
August 20, 2014**

**Joe Folz  
Vice President, General Counsel and Secretary  
Porsche Cars North America, Inc.**

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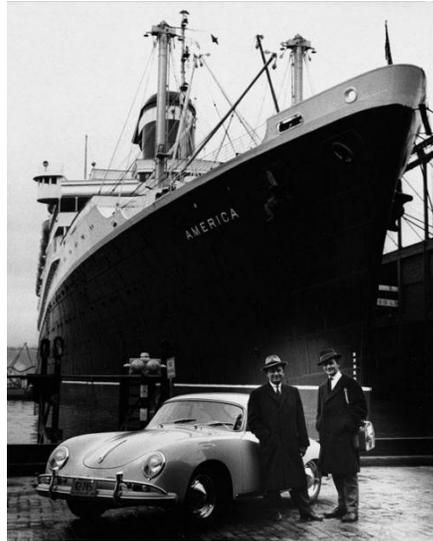
**One Porsche Drive  
Concept and Status**

**Porsche Cars North America, Inc.**

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# 1950 - Porsche Comes to North America



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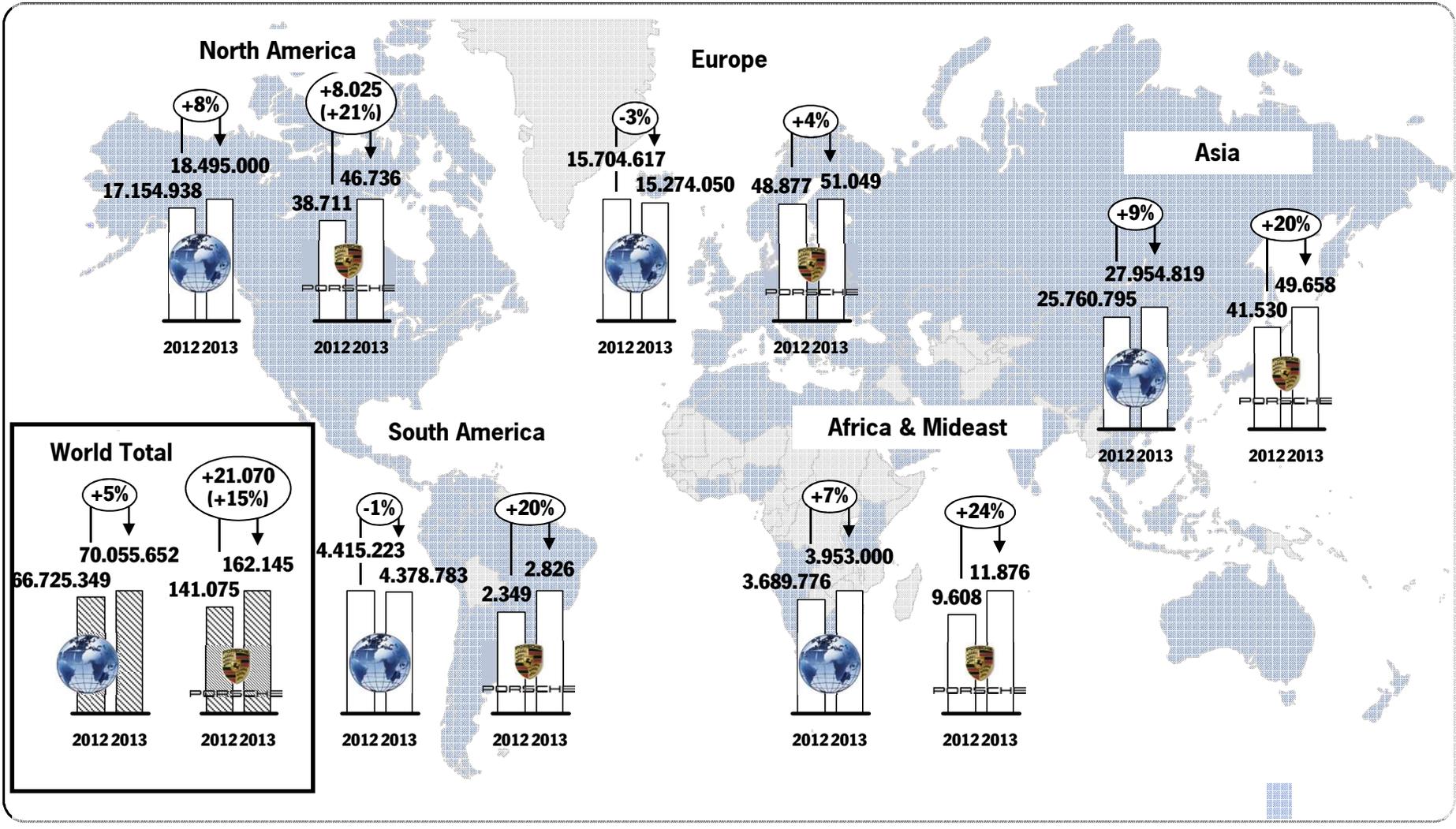
**The U.S. is home to 189 Porsche dealers today,  
plus 17 more in Canada.**



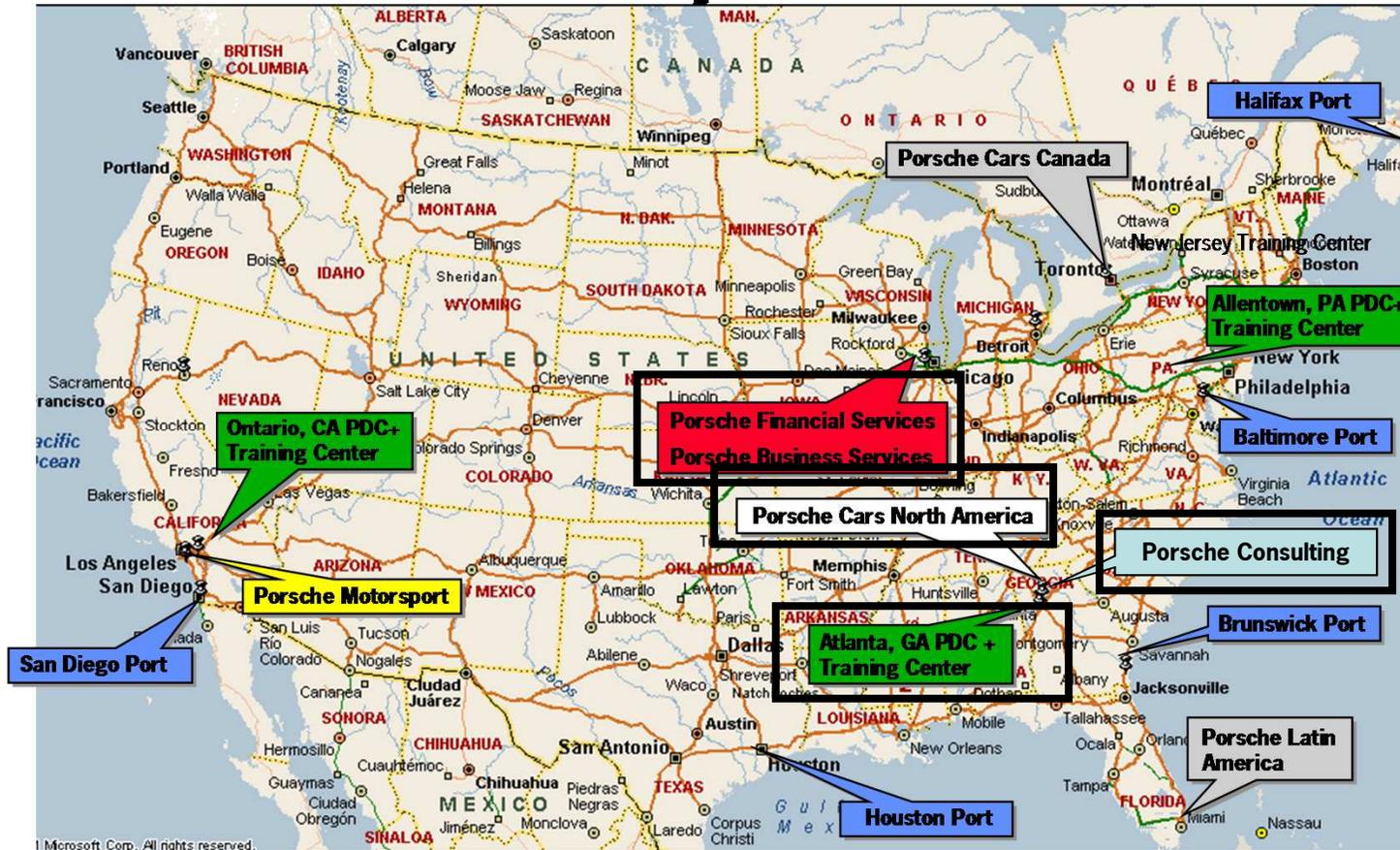
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## U.S. contributed most strongly to 2013 Porsche growth (+21%)



# Porsche Footprint in North America



- 9 Porsche offices are located in 4 states plus Canada
- Approx. 430 Porsche Employees (U.S.)
- 5 Ports of entry are located in 4 states plus Canada
- 125<sup>th</sup> largest importer in U.S.
- Roughly "Fortune 130" if publicly traded

**Many of these operations will now be under one roof**

# A new home: What did we look for ?

## Goals

- **The most advanced, exciting, modern work environment for our team** 
- **One integrated Porsche campus for all our teams and businesses** 
- **A place for the world to experience the brand** 
- **A place where we are proud to welcome customers, dealers, future owners, guests, friends and family** 

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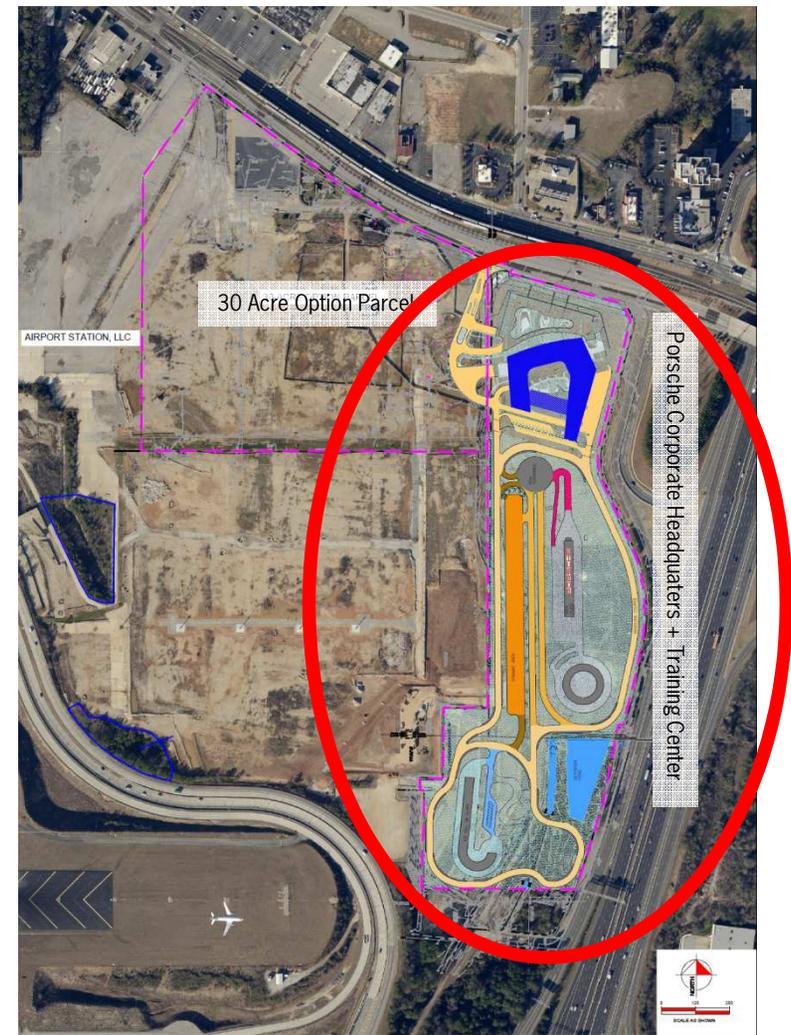
## The Atlanta Aerotropolis is the perfect location for Porsche.

### Porsche Goals

- **The most important market** for Porsche should have a headquarters which truly **represents the Porsche Brand to customers and dealers** with full Porsche Corporate Identity.
- **A experience-driven environment**, in which all the senses are engaged, is hugely important to a brand such as Porsche.
- **Increased cooperation and smoother processes** among all business units, including the Training Center; Area South regional office; and the Porsche Driving Experience.
- **Seamless relationship with Porsche Financial Services** (captive finance company), which is the Company's largest and most important single business partner in a **leasing- and incentive-driven market**
- **A uniquely Porsche corporate culture** and a changed internal mentality.
- **A location that eases** our international travel U.S. Business, while **supporting the business case** for our Experience Center.

### Why Aerotropolis Atlanta?

- The **best combination of location and cost factors** compared to other possibilities.
- Jacoby Development already had **remediated** the Ford factory site.
- **Immediately adjacent to the busiest** and best airport in the world.
- Over **120 million airline passengers** will see our site by 2015.
- The Porsche Driving Experience will be a **2-hour or shorter flight for 80% of the U.S. population**.
- The site is **10 – 15 minutes from Downtown Atlanta**.
- **The commuting time** for  $\frac{3}{4}$  of our employees will increase only **10 minutes**.



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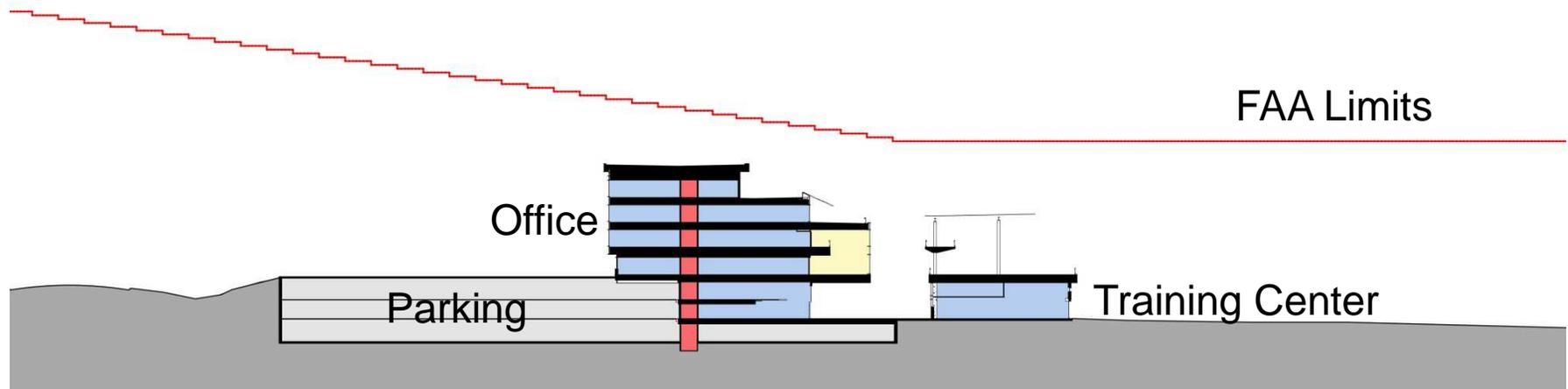
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## One Porsche Drive - Project Overview

<b>Total Investment</b>	Approximately \$120,000,000
<b>The Site</b>	Approximately 58 total acres – part of Aerotropolis Development Former Ford Atlanta Assembly plant Brownfield site – remediation certified by Georgia EPD
<b>The Use</b>	Porsche North American Headquarters Office Space for up to 500+ employees Porsche Experience Center and Test Track Business Center Four-star restaurant and employee food service Classic Porsche restoration and display Porsche North American Technical Training Center
<b>The Building</b>	235,000SF under air 450,000SF total building area 7-story composite structure (3 underground parking levels; 4 office levels) High performance curtain wall and metal panel envelope LEED accreditation (at least Silver, perhaps Gold)
<b>The Schedule</b>	Substantial Completion end of 2014

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**The 7 story composite structure allows for 650 parking spaces, 4 floors of offices space and several public areas.**



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## “Topping Out” – April 14, 2014



# PORSCHE

## “Topping Out” – April 14, 2014



# Construction Progress to Date – Aerial Overview



## Construction Progress to Date – North Face



# Construction Progress to Date – Test Track

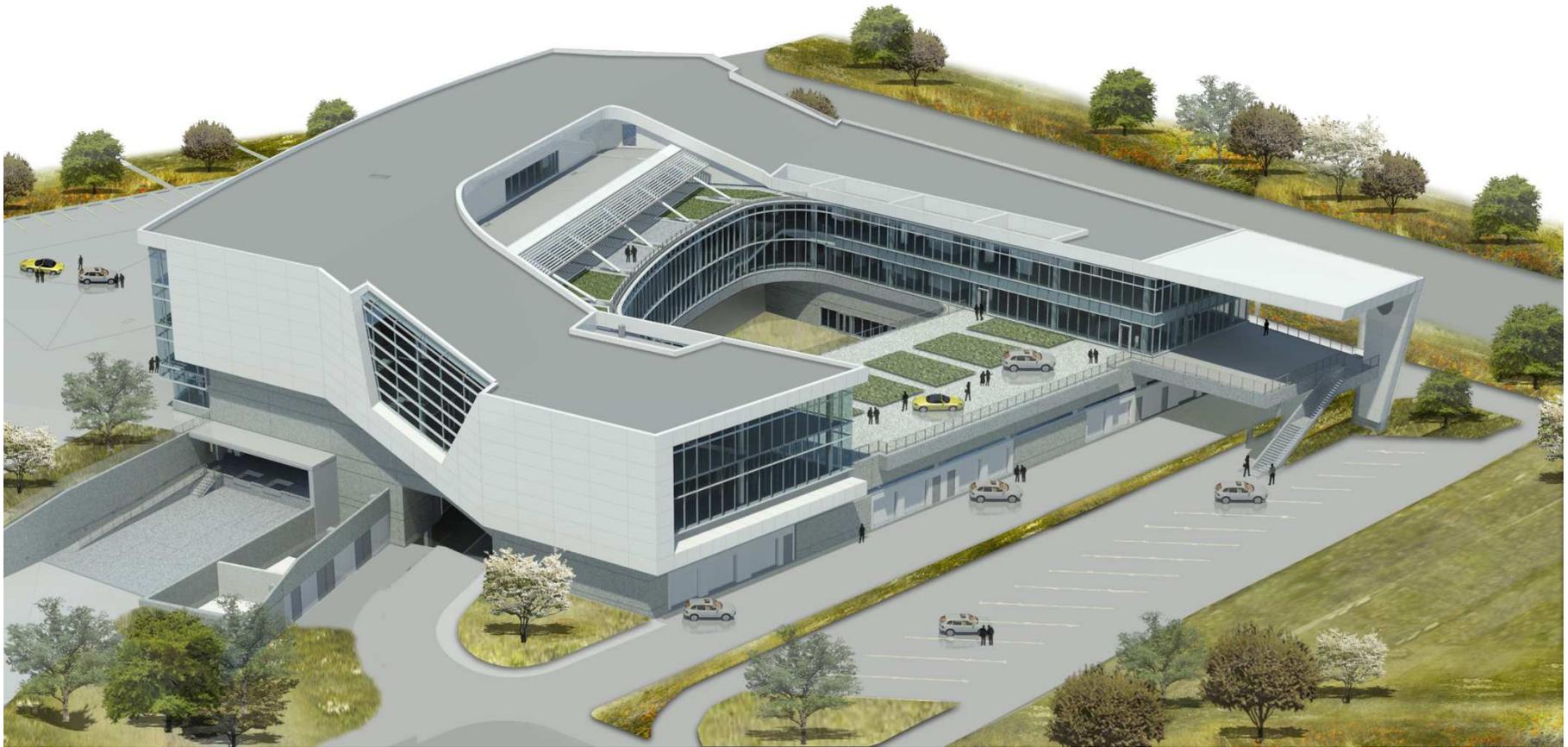


# Construction Progress to Date – Off-Road Course



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**In Q12015, One Porsche Drive will be Occupied and Fully Functional!**



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**ONE PORSCHE DRIVE is...**



**... a world class destination right next to Hartsfield-Jackson's new International Terminal**

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**ONE PORSCHE DRIVE is...**



**the first glimpse many  
travelers will see of  
Atlanta!**

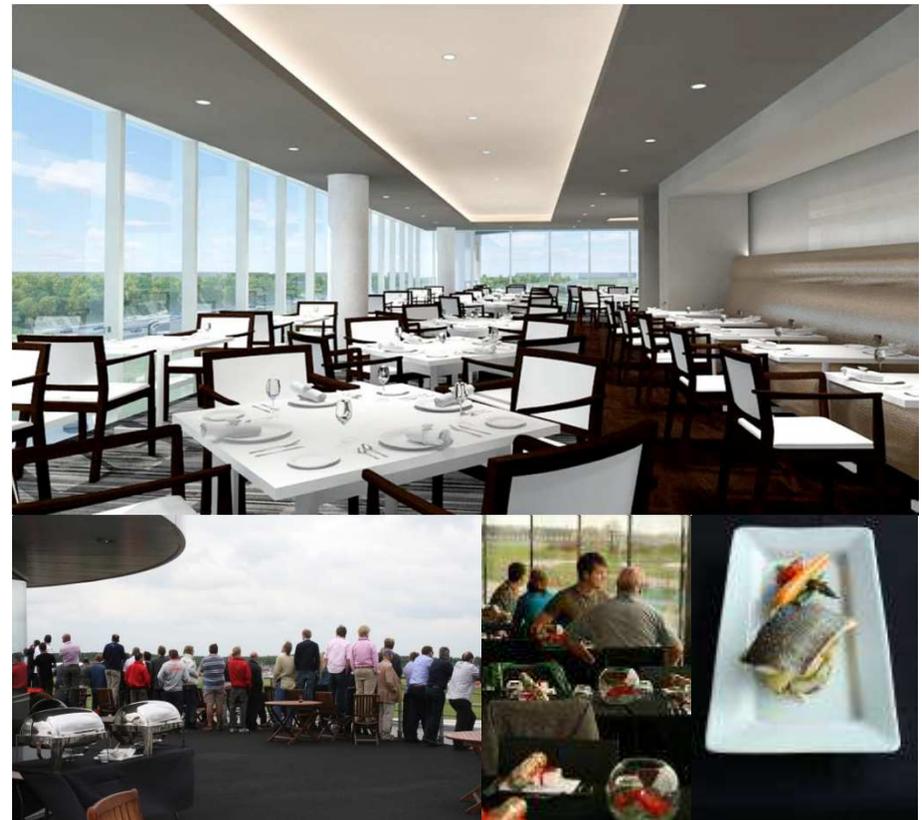
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## Restaurant / Cafe

Potential to have a café for families and less formal events as well as more business orientated restaurant as per Porsche Museum

- It is recognized that there is a particularly strong food and hospitality culture in Atlanta and it is fast developing into the culinary capital of the South
- Customer expectations will be high and Porsche have started an extensive search for an excellent catering partner
- Links with the meeting rooms and conference space
- Potential to be open in the evenings if Simulators and slot car track operational



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## Porsche Classic / Vehicle Restoration



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## Porsche Experience Center Objectives

Ensure that current and prospective Porsche customers have a higher level of understanding of their car and their ability to drive it – **social responsibility/personalization**

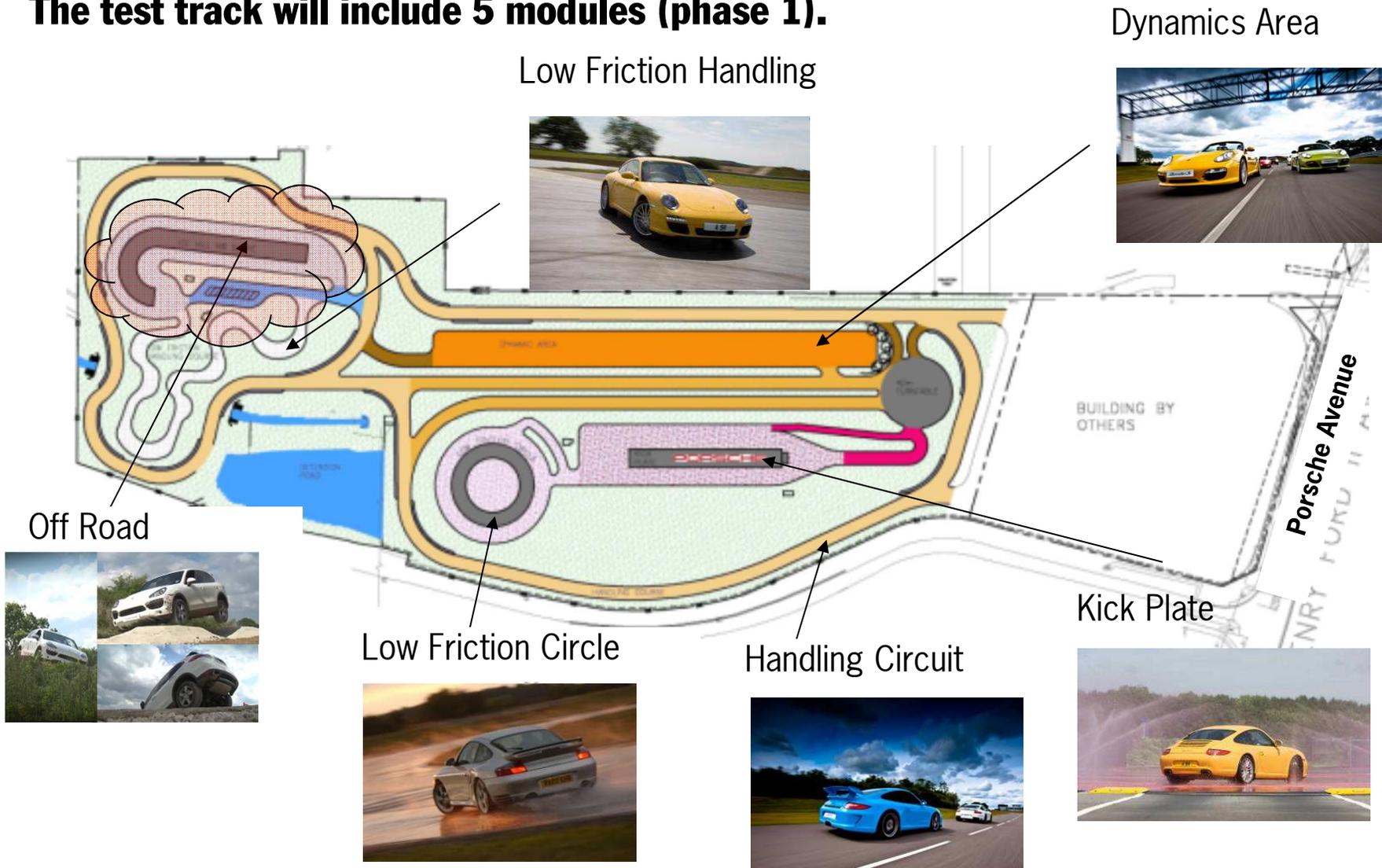
Create a platform for prospecting activity, enabling us to grow sustainably – **creating advocates and conversion**

Support Porsche Center Network to deliver those aspects of customer experience which have become difficult to deliver at the Center – **changing retail environment**



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The test track will include 5 modules (phase 1).



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## Porsche Experience Center Atlanta attendees on Driving Courses Year 1, operating on 70% volume

Program Type	Number of Attendees
Porsche Dealer Events	1,254
Retail Driving Courses (individuals buying a driver training)	2,149
Retail Driving Courses Sold by Porsche Dealers	342
Porsche Sport Driving School (introductory levels)	180
Corporate Events	4,896
Kids Driving School (schools program)	2,940
Young Driver Academy (New Driver Program)	1,050
Ride Laps (taxi ride/Track Tour)	2,352
Car Clubs and Group Events	8,510



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**As part of Aerotropolis, the Porsche site is located immediately northeast of Hartsfield-Jackson Atlanta International Airport:**



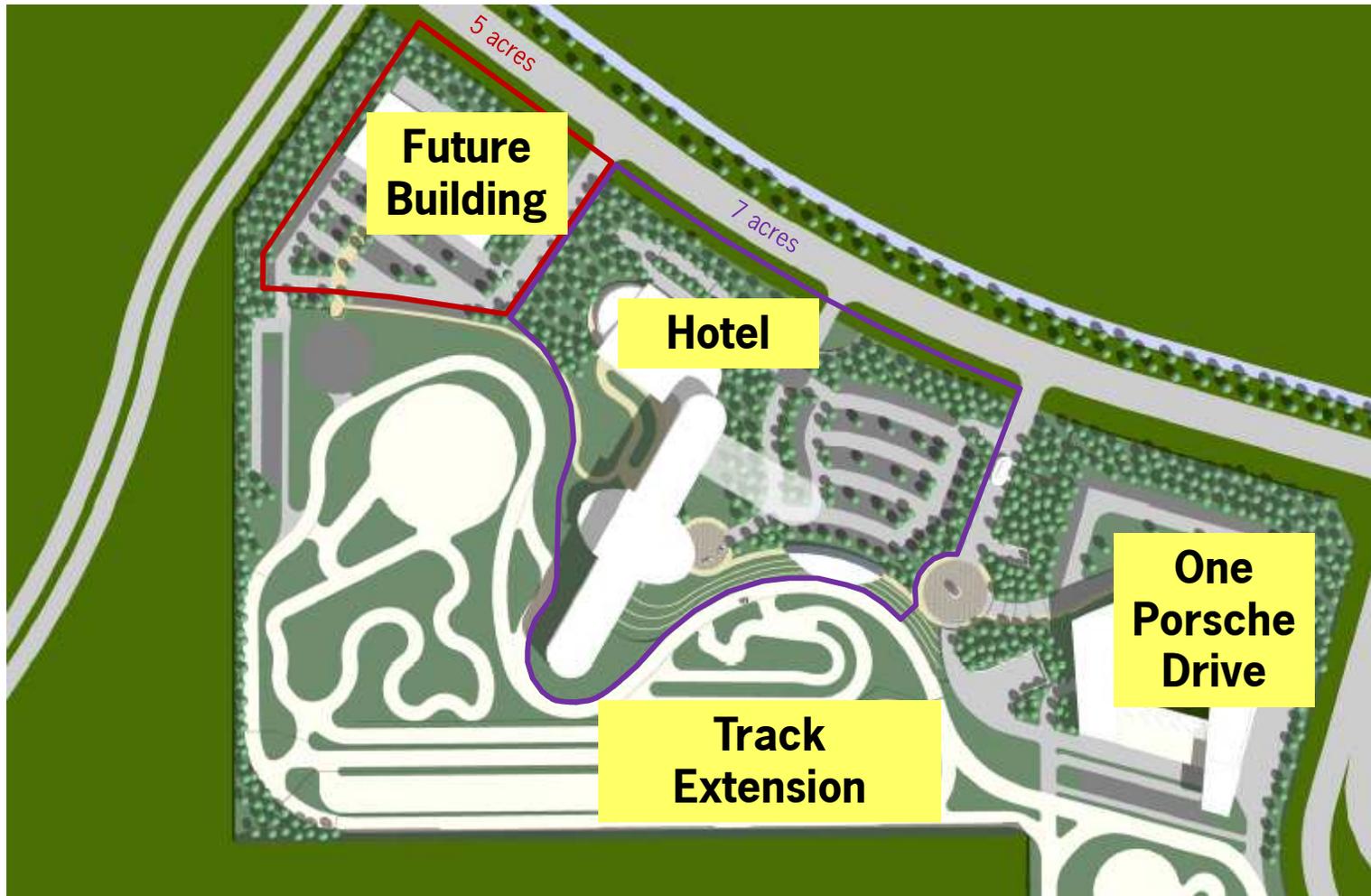
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**Porsche purchased 30 adjacent acres for future development:**



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**Our current plan for the 30 acres includes a Porsche track extension, a future second building, and a luxury hotel.**



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# Thank You!

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