



Classic & Delivery Center

One Porsche Drive – Atlanta, GA

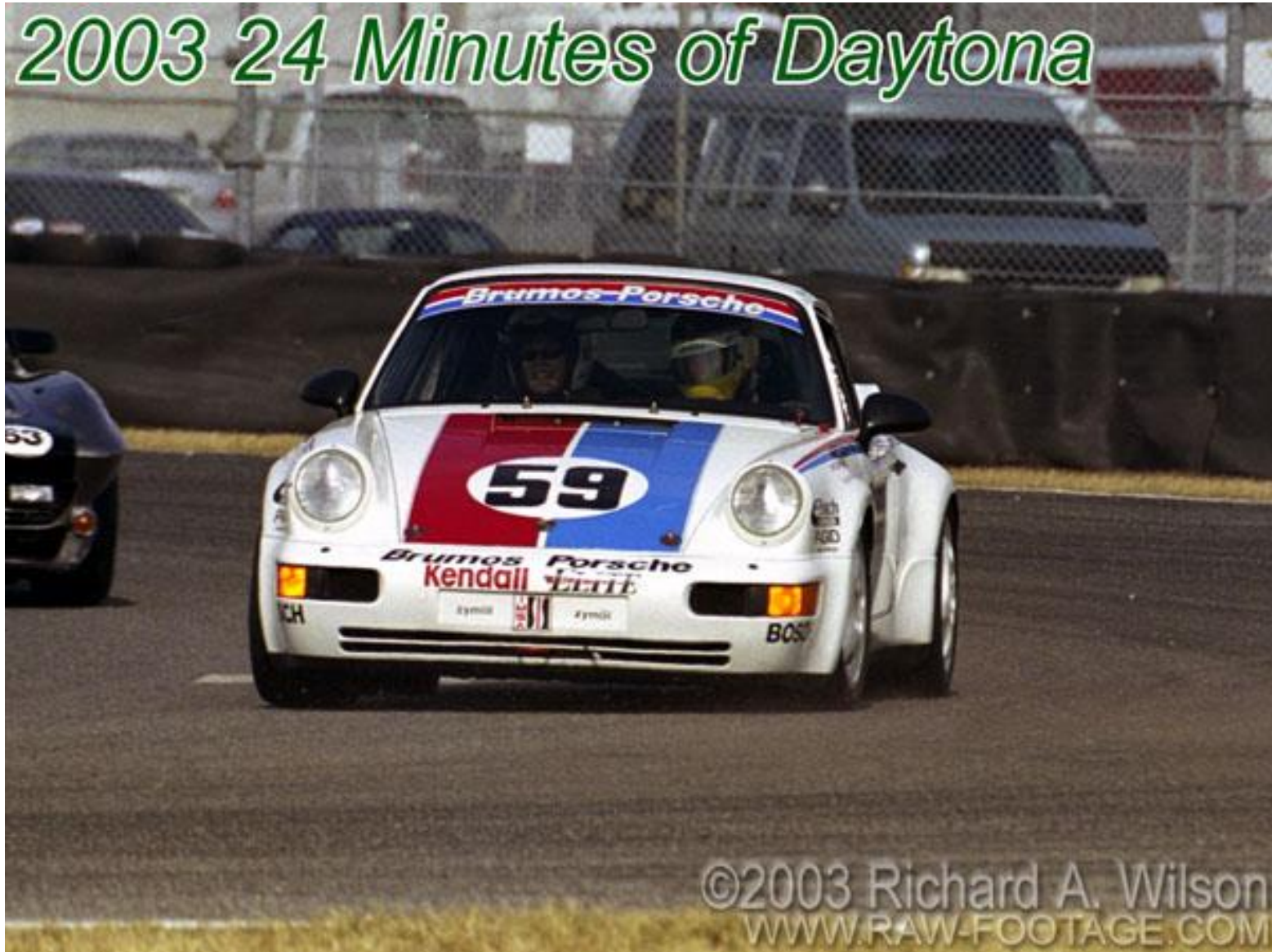
Introduction

Ray Shaffer, Classic & Delivery Center Manager at the Porsche Experience Center





2003 24 Minutes of Daytona













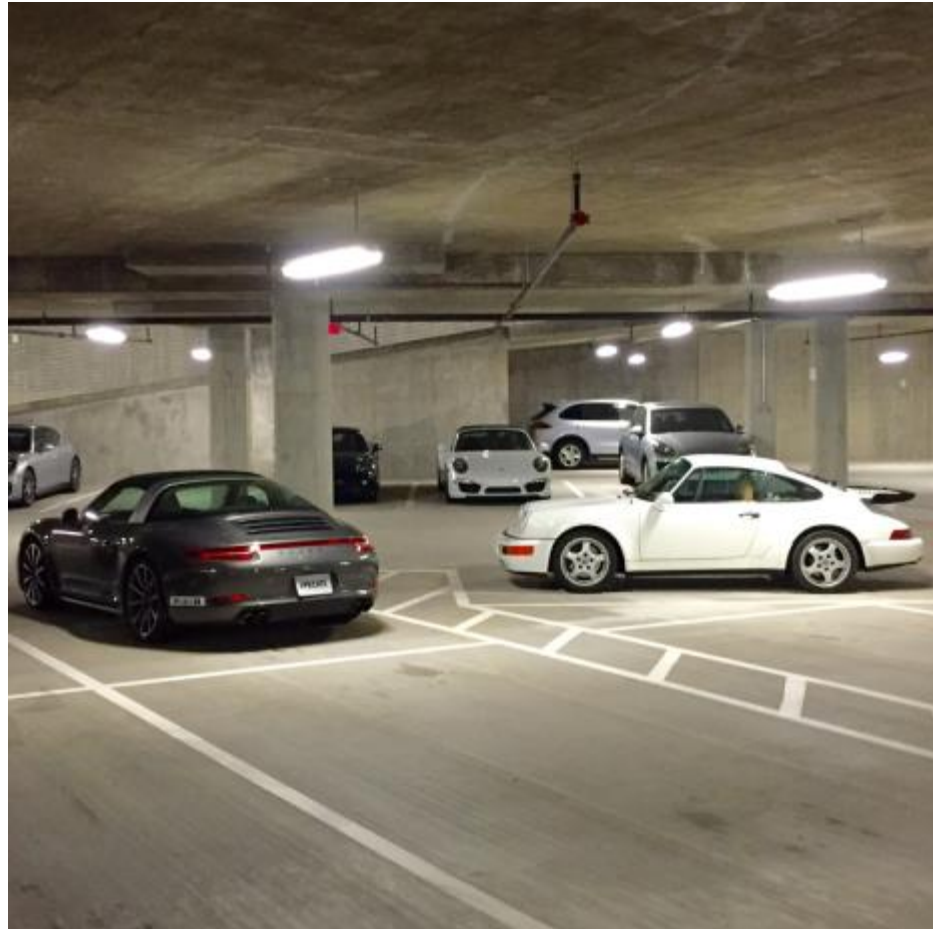
2012 chapman|autosport image



Partners with the PCA – Clubhouse of the FCR







“Drive what you preach!”



Not just the cars, it's the people.

One Porsche Drive





One Porsche Drive



Key Facts

- North American Porsche Headquarters for Importer Business, Financial Services and Consulting Services
- Office Space for 400+ Employees
- Customer Experience Center incl. Business Center and Test Track
- Corporate Restaurant, Café, Employee Cafeteria
- Technical Training Center

One Porsche Drive



Key Facts

- 27.7 acres part of Aerotropolis Development
- Former Ford plant
- PCNA Headquarters:
Office Space for 400+ Employees
- 7 story composite structure:
235,000SF conditioned space
465,000SF total building area
- LEED silver accreditation

Forever Amazing

Restaurant 356

Gallery Wall

The gallery wall upon entering the restaurant 356, highlights **historic images** from the Porsche achieves.

Entry Signage

The entry branding of the restaurant 356 sets the tone of design and heritage highlighting a close up of the **356 cabin**. The **illuminated 356 numbers** shine from its simple and timeless brand mark.

Calvados Display Case

According to German tradition, a bottle of apple brandy (**Calvados**) is given as **a sign of good fortune**. This tradition is showcased in a **vitrine** at the **entry of the main restaurant dining area**.

Reservations

Reservations not always necessary, but can be made through Open Table or visit **Restaurant356.com**



Carrera Café

Pendant light

Inspired by the **shift knob** of **early 911s**. This oversized light display evokes speed and fun.

Heritage Racing Graphic

3 graphic column wraps in the Café display historic race imagery to excite visitors and give a nod to Porsche's racing DNA.



Display Wall – Made by Hand

The “made by hand” lettering pays respect to the historical Porsche produced factory video showcasing the fact that **Porsche vehicles are made by hand**. The **hounds tooth fabric** wrapped panel fixed to the wall is Porsche certified upholstery material used which was first used in early models.

Human Performance

The most important component of any car is the driver and the PHP is dedicated to improving wellbeing, fitness, and physical performance.

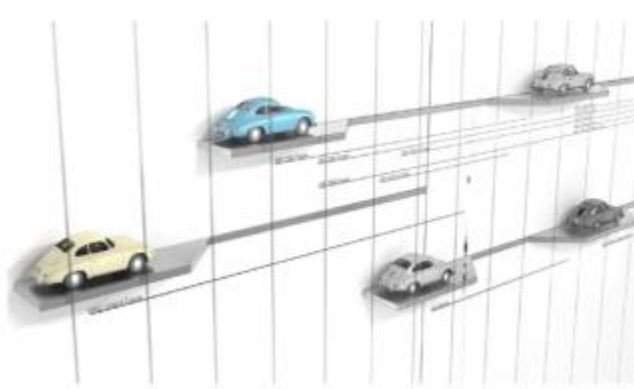


Simulator Lab



- Booking through PorscheDriving.com
- Programs include: Race Leagues, Membership Programs, Special Race Events (Le Mans, COTA), Digital Leader Boards, Inter-PEC Races (between ATL and LA), Driver Training, Corporate Events

One Porsche Drive



Classic & Delivery Center Concept

The Porsche Classic & Delivery Center at One Porsche Drive offers unique experiences for both long time customers and newcomers to the brand alike. The CDC encompasses the following areas and services:

- New Vehicle Delivery
- Heritage Gallery
- Classic Gallery
- Classic Workshop



New Vehicle Delivery

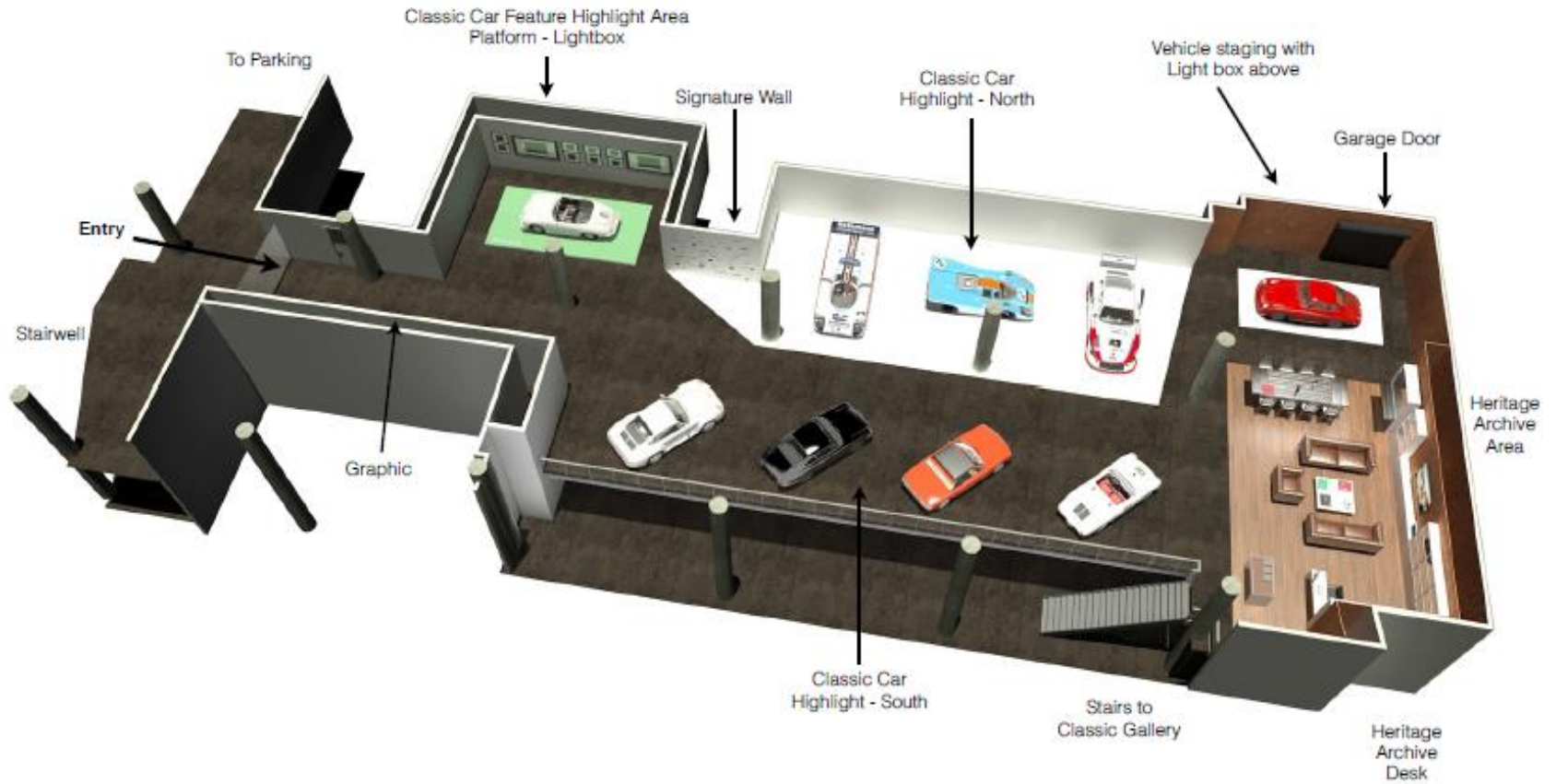
Atlanta

- Tour of the Porsche Experience Center
- Complete Vehicle Orientation with Porsche Delivery Specialist
- 90-minute driving experience on our Driver Development Track
- Lunch at Restaurant 356

An unforgettable experience taking delivery of your new Porsche!



Heritage Gallery



Heritage Gallery



Heritage Gallery



1967 911 R #003 – Winner, Tour de France Automobile

Heritage Gallery



Classic Gallery



Classic Gallery



Porsche Club of America Badge Display

The display space outside of the Classic Center on B2 highlights the **Porsche Club of America** with a large graphic depicting the Porsche Club motto: **“Made in Germany. Loved in America.”** And a display case showcasing **Porsche Club badging** (on loan from the collection of long time Porsche Club Member and enthusiast Del Johnston, Long Beach, CA).



Classic Workshop



A service drive like no other.

Classic Workshop



Jack Swint

Gold Master Technician

How many **years** have you been a Porsche technician?

- Years as Porsche Technician - 46
- Master Technician Certification - 1984
- Gold Master Certification - 2008

What are your **Specialties**?

- Engine and Transmission

What is your **philosophy**?

- "If [your work] looks good, it works good!"

Interesting facts

- Jack holds the global Porsche record for total hours of certified Porsche training – 348 Hours



Kellen Miller

Gold Master Technician

How many **years** have you been a Porsche technician?

- Years as Porsche Technician - 13
- Gold Master Certification – 2009
- Number of Total Training Hours Recorded - 262

What are your **Specialties**?

- Engines, Gearboxes, and Suspension
- But enjoys doing any kind of work on our cars – from removing/installing windows in an old 911, to chasing down an electrical problem, these challenges turn out to be very rewarding

What is your **philosophy**?

- “Always treat the vehicles your working on as your own.”

Any other **interesting facts** about your careers?

- Racing – SCCA & Chumpcar, Drivers Ed Instructor, Club Racing Instructor
- Built 997 GT3 RS 3.8 to 4.0 full factory conversion



Miguel Rodriguez Bronze Technician

25 Years of technician experience

- Has been a technician for several OEMs (Porsche, Volkswagen, Alfa Romeo, Lancia)

What are your **Specialties**?

- Engine Diagnostic

What is your **philosophy** ?

- “Do your job well. And love what you do.”

Any other **interesting facts** about your careers?

- Born in Germany
- Was a master job foremen for a large Alfa, Lancia, Fiat, Chevrolet dealer in Germany
- Was the general manager for Porsche Oldtimer in Meilenwerk Stuttgart



Porsche Classic Model Range



356
(1948 –
1965)



914
(1969 –
1976)



924
(1976 –
1988)



928
(1977 –
1995)



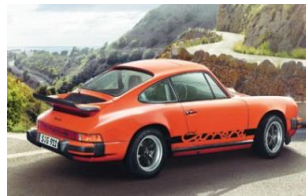
944
(1982 –
1991)



968
(1992 –
1995)



**911 F-
Model**
(1964 –
1973)



**911 G-
Model**
(1974 –
1989)



959
(1987 –
1988)



964
(1988 –
1994)



993
(1993 –
1998)



996
(1998 –
2004)



986
(1997 –
2004)



Carrera GT
(2003 –
2006)

Classic Workshop

Recently Completed:

- 2003 996 C4S
 - Front suspension rebuild
 - Shocks, wheel bearing, strut mounts, CV boots, stabilizer links, cardan shaft
 - Clutch & flywheel
 - Shift linkage
 - Rear lower control arms
 - Alignment



Classic Workshop

Sampling of Current Projects:

- 1989 930 Turbo
 - Engine oil leak repair, engine removal
 - A/C Repairs
 - Servicing (Filters & Belts)
 - Driver's Seat Rail Replacement



Classic Workshop







Recently Completed:

- 1973 911 Carrera RS 2.7
 - Full engine restoration (disassembly) rebuild
 - Small transmission repair
 - Matching Numbers 2.7 RS
 - Appeared at Porsche Parade 2015





Porsche Classic (VKC): Organization, Main Tasks and Key Figures

Organization	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px dashed black; padding: 5px;">Assistant</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">Classic (VKC)</div> <div style="border: 1px dashed black; padding: 5px;">Business development</div> </div>
	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> Purchasing (VKC1)  </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> Supply Chain Management (VKC2)  </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> Sales (VKC3)  </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> Product Management (VKC4)  </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> Factory Restoration (VKC5)  </div> </div>
Main tasks	<ul style="list-style-type: none"> Responsible for all Porsche standard-production vehicles from 10 years after EoP (End of Production) Worldwide sales of Classic genuine parts and technical literature Restoration and repair of customer vehicles at Freiberg am Neckar site Implementation of Porsche Classic Partner in worldwide sales organization from FY13 Acquisition of parts supply Carrera GT model beginning FY16 <div style="text-align: right;">  </div>
	<div style="display: flex; justify-content: space-between;"> <ul style="list-style-type: none"> • around 90 million EUR turnover p.a. • around 52,000 genuine parts available <ul style="list-style-type: none"> • around 230 parts relaunched p.a. • > 10 restorations p.a. </div>
Key figures (FY15 group planned)	

Contact Us:

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Learn More at

PorscheDriving.com





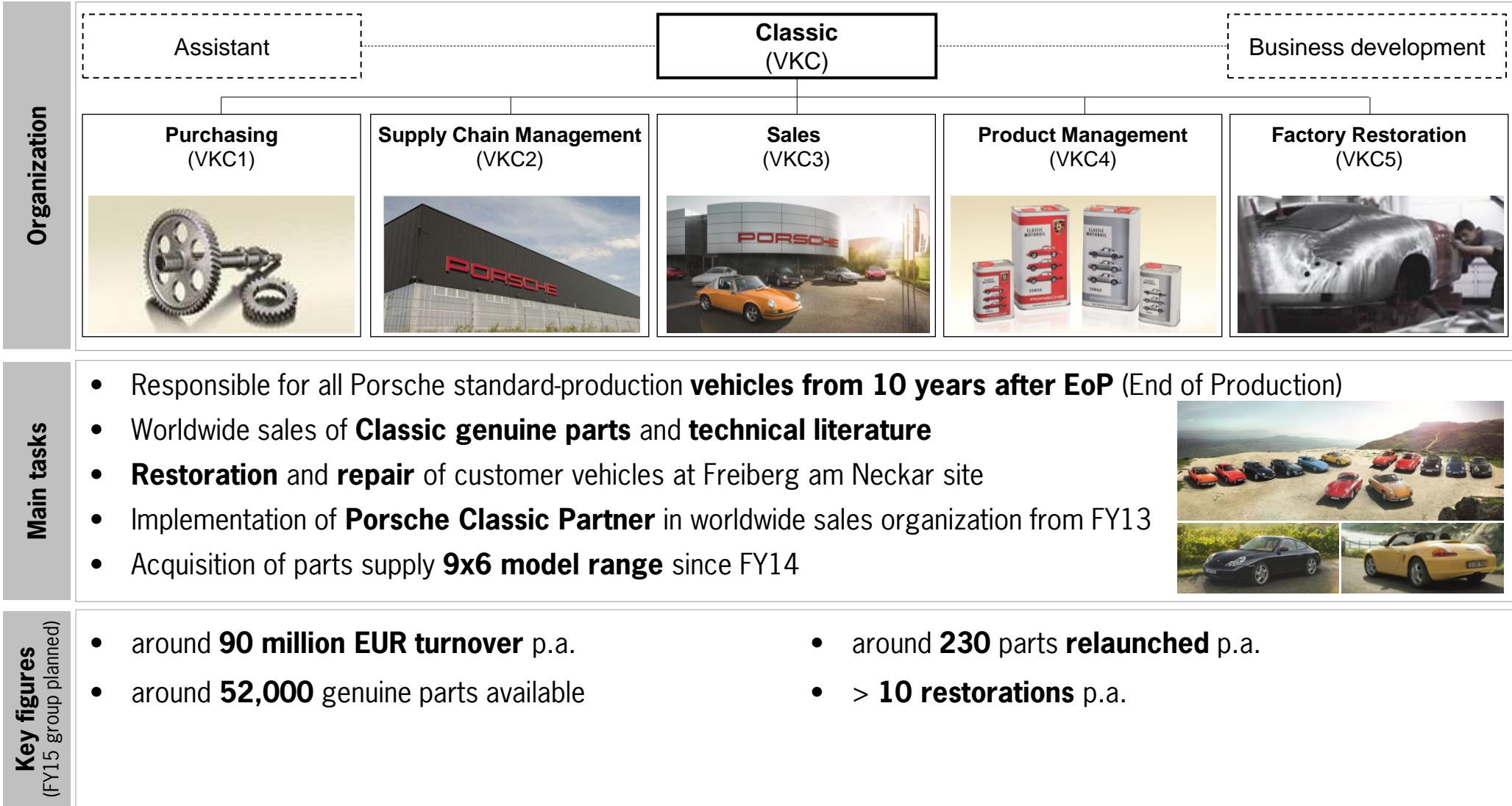
PORSCHE



Porsche Classic

Joe Driskill, Porsche Cars North America

Porsche Classic (VKC): Organization, Main Tasks and Key Figures



Porsche Classic Model Range



356
(1948 – 1965)



944
(1982 – 1991)



964
(1988 – 1994)



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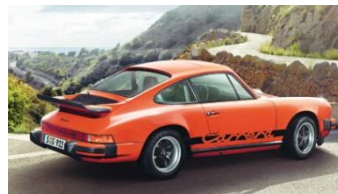
911 F-Model
(1964 – 1973)



996
(1998 – 2004)



928
(1977 – 1995)



911 G-Model
(1974 – 1989)



986
(1997 – 2004)



959
(1987 – 1988)



Carrera GT
(2003 – 2006)

Porsche Classic New Editions



Porsche Classic Highlight Product

Tire Protectors

- Reliably prevent flat spots on your vehicle's tires.
- Flat spots result from compressive load over extended periods, and they can greatly impair your driving experience.
- Conform perfectly to any conventional tire shape and relieve the chassis by providing floating support.
- Largely prevent flat spots for extended periods.
- Suitable for tires up to 255mm in width
- Tested up to 2.5 metric tons per protector



Porsche Classic Highlight Product

Enamel Signs



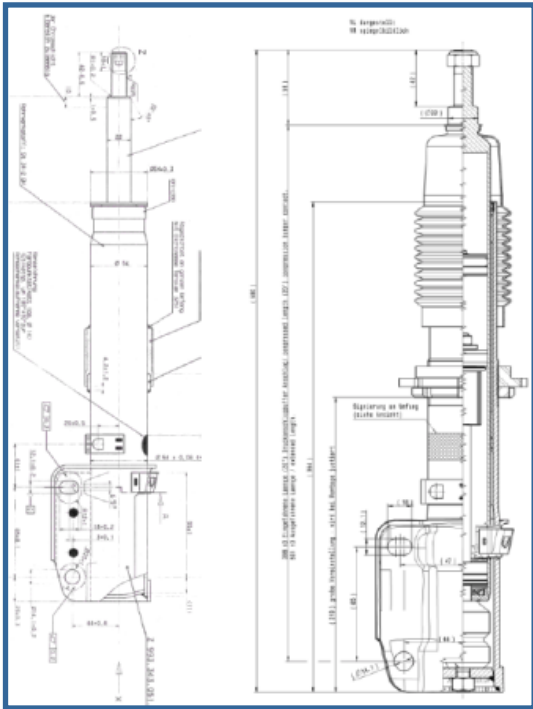
- Commemorative Porsche ads
- Enamel surface
- Attach though holes in each corner

- Years of use on your den or garage wall
- Simple wipe of a cloth to restore their luster

Porsche Classic Highlight Product

993 Shock Absorbers

Shock damper



Two different sets of Shock Absorbers available for 993 models – standard and sport suspension

We have created a much more transparent product range by reducing the variations.

“Made in Germany“ and “Engineered in Weissach“

Checked and tested on the Nürburgring Nordschleife



Porsche Classic Highlight Product

993 Shock Absorbers



New 993 Shock Absorbers, made in Germany.
 Optimized and tested in Weissach and
 on the Nürburgring Nordschleife.



Notes of Availability – Customer loyalty by appreciation

Notes on Availability



Will you join the Porsche Classic product development process?

Are you missing a genuine part? Then just fill out our feedback form and tell us what you need.

[To feedback form](#)

Models | Pre-owned Vehicles | Events & Racing | Service & Accessories | Company & Brand

Will you join the Porsche Classic product development process?

Notes on Availability


Are you missing a genuine part? Then just fill out our feedback form and tell us what you need. Please also add the part number, part description and model name if you know them. The requirement requests you send are checked regularly for their technical and economic feasibility.

Thank you for understanding, however, that we are unable to respond to you personally and cannot guarantee the implementation of your request. Nevertheless, any feedback influences the decisions we make in the future with regard to new parts editions - after all, it's all about your Classic, and the maintenance of your vehicle is our top priority.

Part number *

Part description *

Model name

 **Notes of availability – ideas for reissuing parts. We appreciate your feedback!**

Thank you for your attention.

