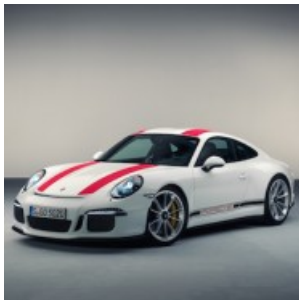


OUT OF HOME

Porsche offers delivery program to emphasize lifestyle brand aspects

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Porsche 911 R

By FORREST CARDAMENIS

German automaker Porsche is ensuring that its U.S.-based consumers get more than just a vehicle when they purchase a Porsche.

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Porsche Cars North America is leveraging its experiential destination at One Porsche Drive in Atlanta to provide VIP treatment for those looking to test their new vehicle in style. Consumers today are looking for experiences, so tacking one on to a necessary product purchase will make Porsche look more attractive to consumers.

"We are thrilled to launch the New Vehicle Delivery program as another premium offering at our Porsche Experience Center in Atlanta," said Andre Oosthuizen, vice president of marketing at Porsche Cars North America. "We welcome further customers to enjoy this exclusive opportunity to truly experience the Porsche brand."

The Porsche experience

The New Vehicle Delivery program will allow customers to pick up their just-purchased vehicle at the brand's Atlanta destination. The deal is compatible with all authorized dealerships.



Porsche 718 Cayman

Rather than drive the new automobile off the lot, soon-to-be Porsche owners will be given a VIP experience of the Porsche Experience Center. The VIP treatment includes a tour of the space, an in-depth vehicle orientation with a

delivery specialist, and a chance to drive like the pros on a racetrack in a 90-minute driver development session.

The only added expense for the Porsche customer is travel arrangements. Given the price tier of Porsche's vehicles, which began close to \$50,000 on the entry-level side and can exceed \$200,000, a plane ticket and a hotel night are likely affordable add-ons.



Porsche 911 R

While at the Porsche Experience Center, drivers will also be treated to a lunch at Restaurant 356, the in-house fine dining experience. The venue also includes a Porsche Heritage Gallery and meeting spaces.

The Experience Center helps position Porsche as a lifestyle brand rather than an automaker, giving consumers a more complete picture of what the brand has to offer. By inviting consumers to Atlanta when they purchase a car, Porsche is suggesting that those buyers are entering a lifestyle as well.



Porsche hybrid vehicles at Porsche Experience Center

Across luxury, consumer preferences are shifting toward experiences rather than products, which has forced brands to reassess their image and find creative ways of promoting their brand in addition to their products. The New Vehicle Delivery is a component of this repositioning, with consumers being given a complimentary peek at other aspects of the brand with the purchase of a vehicle.

More than vehicle

Porsche has undertaken other initiatives to help establish itself as an experience-oriented brand.

In November, Porsche chose Four Seasons Hotel Atlanta as the hospitality partner for its U.S. driving experience.

Now, fans that attend a program at the Porsche Experience Center can take advantage of special offers at the hotel, rounding out their time in the southern city. About 30,000 Porsche enthusiasts are expected to visit the center per year, making this alliance mutually beneficial ([see story](#)).

Other automakers are playing along similar lines, finding ways to make the vehicle a part of a more complete experience.

For example, British automaker Aston Martin is offering adventurous consumers a taste of elegance.

Alongside travel retailer Elegant Resorts, the automaker is offering a once-in-a-lifetime opportunity to tour Scotland, England and Italy in one of its sports cars. Such offerings are gaining popularity within the automotive sector because they introduce the brand to travelers and create ties to less tangible experiences ([see story](#)).

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