

TRAVEL AND HOSPITALITY

Wheels Up partners with Porsche North America

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Wheels Up members will have access to PCNA's on-demand vehicle subscription and rental program, waiving the \$595 activation fee for the subscription. Image credit: Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up has announced a new collaboration with Porsche Cars North America (PCNA), bringing members and drivers elevated transportation and lifestyle experiences.

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Through the partnership, Wheels Up members will have access to PCNA's on-demand vehicle subscription and rental program, **Porsche Drive**, and will also receive invitations to bespoke events, races and lifestyle experiences curated by Porsche. Porsche owners will receive special pricing on Wheels Up Core and Connect memberships and premier hospitality services.

"We are excited to partner with Porsche, one of the world's most iconic automotive brands, and offer exclusive benefits for our members," said Lee Applbaum, chief marketing officer at Wheels Up, in a statement. "Our members now have the ability to elevate their travel experiences while traveling both in the air or on the ground.

"This collaboration directly supports our positioning as a luxury lifestyle brand, and our dedication to deliver bespoke, world-class programs for our members."

Transportation collaboration

In addition to the cross-platform membership benefits, Wheels Up and PCNA will now offer a comprehensive and seamless private transfer solution between commercial and private aviation.



Porsche Drive is a subscription and rental program that grants customers on demand access to a selection of Porsche vehicles. Image credit: Porsche

Wheels Up Members and flyers will have access to Delta VIP Select services featuring Porsche vehicles for transfers to and from Wheels Up flights when also flying Delta Air Lines as part of their journey.

Passengers will have access to Delta VIP Select services in Atlanta, Detroit, Los Angeles, Minneapolis, New York, Salt Lake City, San Francisco and Seattle.

"Porsche is thrilled to offer Wheels Up Members and Porsche owners benefits that complement and enhance their shared expectation for money can't buy experiences," said Pedro Mota, vice president of marketing for Porsche Cars North America, in a statement. "The collaboration with WheelsUp allows us to create exclusive offers that will mutually delight Wheels Up Members and Porsche owners."

Wheels Up recently announced record revenues of \$261.7 million for Q1 of 2021, up 68 percent from the prior year and a 56 percent increase from the prior year in active members, totaling 9,896 Core and Connect Wheels Up Members.

Earlier this week, the aviation firm announced a new partnership with American Express, offering exclusive membership discounts and flight credits to Platinum Card members, in addition to the lifestyle benefits and experiences they can access as Wheels Up members.

The program is also providing American Express Platinum Card members benefits through Wheels Up Marketplace Access for those wishing to fly without purchasing a membership from the aviation firm ([see story](#)).

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