

AUTOMOTIVE

Porsche targets city dwellers with new retail formats

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Porsche Studio in Taoyuan, Taiwan. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche has doubled down on urban markets with its retail activities.

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In 2021, the brand opened six Porsche Studios and 11 temporary Porsche NOW sales pop-up, expanding the "future retail" site concept to 23 countries. The city retail locations resemble high-end boutiques and introduce new points of contact with younger customers.

"With the urban sales formats, we have sought and found new ways to reach customers," said Marco Kana, director of sales retail at Porsche, in a statement.

"Whether it is a Porsche Studio or one of our Porsche NOW sales pop-ups, these innovative formats offer easy access to the brand and are ideally suited to developing contact opportunities with new target groups," he said. "We will continue to develop these innovative retail formats over the coming years."

City drivers

In recent years, Porsche has introduced several new retail concepts to keep pace with the shift towards urbanization.

The first Porsche Studio, dubbed Porsche on Sylt, was opened in 2017. This format typically boasts a smaller footprint will offering opportunities for consumers to interact with the brand by shopping Porsche products, configuring vehicles and even test drives.



There are now 17 Porsche Studio locations worldwide, including this store in Hanoi. Image credit: Porsche

New Porsche Studio locations opened this year in several cities, including Oslo. The automaker plans to open more than 25 of these stores by 2023, with the first North American location arriving in Portland, Oregon next spring.

Porsche NOW is the pop-up version of the Studio format, with virtual reality apps and a private configuration lounge for visitors. The 2021 installations appeared in cities such as Zurich; Marassi, Italy and Tainan, Taiwan.

The automaker has also opened Porsche Satellite Centers in Europe, bringing the compact building design to markets that are too small for a full-size Porsche Center but would benefit from additional capacity.

Similarly, Porsche Service Factories allow busy Porsche Centers to pass along vehicles to a second location, increasing overall capacity and shortening turnaround times.

Porsche is not the only automaker experimenting with new retail experiences.

Italian automaker Maserati will launch its retail space at London's Situ Live with the new MC20 sports car alongside a space devoted to Fuoriserie, the brand's personalization program. The site encourages visitors to immerse themselves in the brand at their own pace ([see story](#)).

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