

AUTOMOTIVE

## Porsche debuts auto-themed experience with Nobu Hotels

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Guests of Nobu Hotel Atlanta can now partake in new Porsche-themed suites and rooms, in addition to an all-electric fleet, available upon request. Image courtesy of Porsche

By LUXURY DAILY NEWS SERVICE

In partnership with Nobu Hotel Atlanta, German automaker Porsche is revealing an exclusively curated stay.

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The pair are rolling out new Porsche-themed suites and rooms at Nobu Hotel's Buckhead location the accommodations arrive alongside a fleet of all-electric Porsche Taycan house cars, available upon request to those interested in off-site excursions. The announcement renders the 152-room property the first Nobu Hotel worldwide to offer a Porsche-themed experience.

"From our sports cars to the experiences we offer, the goal is to provide an elevated experience for everyone who engages with our brand," said Ayesha Coker, vice president of marketing of [Porsche Cars North America](#), in a statement.

"We're thrilled to see this collaboration come to life as two luxury brands come together for Atlantans and travelers from around the world who're seeking a unique and immersive stay while visiting Atlanta."

### Hospitality haven

Aimed at travelers from across the globe, Porsche Icon Suites and Porsche Classic Rooms feature auto-inspired art and decor, plus exclusive memorabilia from the company.

A two-night package at Nobu Hotel's Porsche Icon Suite involves breakfast for two, as well as Nobu's Signature Omakase dining experience. The stay includes a stylized Nobu Champagne bottle, as guests also receive a personalized Porsche bathrobe to take home.

Details such as a Porsche-dedicated executive conference room target those stopping by with business in mind. For others seeking leisure, the conveniently-situated Nobu Hotel Atlanta is located within the Phipps Plaza luxury retail center.

Rounding out updates is a Porsche house car service.

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A post shared by Nobu Atlanta (@nobuatlanta)

Available upon request, guests are able to travel within a three-mile radius of Nobu Hotel Atlanta in style, aboard an all-electric Porsche Taycan ([see story](#)).

Besides best-in-class amenities, of which a world-class Nobu restaurant with a bar and lounge, a rooftop swimming pool and deck, and a state-of-the-art fitness center are each a part, the customized approach represents a shared commitment to customer service.

"At the heart of every Nobu Hotels' collaboration is a desire to thoughtfully curate compelling experiences that enhance our guest journey," said Rachael Palumbo, vice president of global hotel branding at Nobu Hospitality, in a statement.

"With 75 years' worth of brand excellence to its name, Porsche's reputation as an automotive legend complements our global vision of delivering the highest level of luxury hospitality at an intimate level."

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