

AUTOMOTIVE

Porsche opens first-of retail concept in US

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The brand's "Studio" concept shop, which allows for custom car builds and customer conversations with the label's automotive experts, has landed stateside. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is bringing a specialty, boutique-like space to American audiences.

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Already operating in select global markets, the brand's "Studio" concept shop, which allows for custom car builds and customer conversations with the label's automotive experts, has landed in the United States with a location in Portland, Oregon. Extending Porsche's reach in a lucrative base, more locations are to come across the country.

"We are thrilled to bring the Porsche Studio concept to Portland," says Joe Lawrence, executive vice president and COO at **Porsche** Cars North America, in a statement.

"The Studio concept offers our customers a warm, inviting, and convenient new place to engage with Porsche, whether configuring their new dream car, taking delivery, or just stopping by for an espresso."

Showcase spotlight

Opened this month, the new space can be described as a cross between Apple's retail network and a traditional dealership, encouraging interaction with the brand's experts while carrying little to no inventory on-site.

The concept saw its first doors open in Germany two years ago ([see story](#)) and has since reached more than 20 locations worldwide.

Porsche's latest in Portland has been delayed for over a year, originally scheduled to be revealed in the spring of 2022.



Porsche Studios are a relatively new concept meant to capitalize on customers who live in large cities. Image credit: Porsche

Occupying a nearly 13,000-square-foot two-story space in the city's Pearl District, Porsche Studio Portland offers what the brand refers to as a contemporary and immersive experience. It features custom car ordering, service scheduling options for its partnered Porsche Beaverton dealership and an eatery with regional cuisine and artisanal coffee blends.

Classic rock band Foreigner performed to a crowd of 100 guests a grand opening celebration, which also featured the auction of a restored 2003 911 Targa model. Sold for \$61,000, proceeds went to the Dougy Center, a local nonprofit that provides grief counseling.

"We feel honored and excited to open the first Porsche Studio in the United States," said Frank Geary, executive vice president at Sunset Imports, owner of Porsche Beaverton, in a statement.

"We believe in the brand, product and community, and could not pass up the opportunity to introduce Porsche in such a vibrant part of our city."

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