

AUTOMOTIVE

Experiential retail concept from Porsche reaches US

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Stationed at Santana Row, a luxury shopping destination in Silicon Valley, the brand's experiential retail concept, Porsche NOW, has arrived in the U.S. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is pushing a mobile urban retail format forward.

The brand is exhibiting its latest models, opening America's first Porsche NOW store in California this month. Stationed at Santana Row, a luxury shopping destination in San Jose, the experiential concept centers on electric mobility as Porsche's all-new Macan Electric and 2025 Taycan launch in the U.S.

"With Porsche NOW we saw an opportunity to inspire new and existing customers in the middle of a thriving, busy area of San Jose populated by restaurants and stores making it more convenient for them and allowing us the creative freedom to showcase our incredible new cars," said John Cappella, executive vice president and chief operating officer of **Porsche Cars North America**, in a statement.

"By combining elements of the local community and Porsche's heritage we were able to introduce a new perspective that enhanced the customer experience beyond the vehicles."

Porsche pops up in San Jose

Branching out to new markets, Porsche is placing a temporary sales space in Silicon Valley's largest city. Designed to complement its dealerships, it reaches clients who may not have ready access to a nearby showroom.

Inside, visitors can explore the company's electrified vehicles amid the space's configuration lounge, engage with digital product displays and immerse themselves in Porsche's legacy.



The experiential retail concept centers on electric mobility. Image credit: Porsche

The focus on customer engagement continues with bespoke culinary sessions hosted at Porsche NOW at Santana Creek.

Future event plans include A Wine & Macan EV Experience and The Porsche and Pups Halloween dog costume contest, which will feature raffles, prizes and treats, as well as Wellness and Performance Day with Yoga Source Los Gatos And Holiday Glamour with Champagne and Caviar.

Both part of a larger global expansion effort, a second pop-up is landing in Laguna Beach in 2025. From Zurich to Singapore, Porsche NOW has hit a range of cities since its establishment in 2021 ([see story](#)).

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