

Porsche NOW: First Porsche temporary sales space opens in the United States

The temporary sales environment – called Porsche NOW - offers a unique, convenient and interactive way for customers to experience the Porsche brand.

Atlanta. Porsche Cars North America, Inc. (PCNA) and Porsche Stevens Creek announced Wednesday the opening of the first Porsche NOW location in the United States. [Porsche NOW San Jose at Santana Row](#) is the first brand pop-up of its kind in the United States to focus on electric mobility in conjunction with the U.S. arrival of the all-new Macan Electric and the 2025 Taycan.

“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. “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 NOW is an expression of a modern luxury concept that provides an intimate temporary sales environment, where visitors can interact with the Porsche brand, vehicles, as well as product experts in a unique environment. Inside, the pop-ups feature a configuration lounge and an electrified Porsche vehicle – Macan Electric or Taycan on display and curated events like bespoke culinary experiences.

Porsche NOW San Jose at Santana Row is owned and operated by Porsche Stevens Creek. Each location is run by an independently owned and operated Porsche Center. A second location will open in December in Laguna Beach, California with more to launch in the U.S. in 2025.

The details of each U.S. Porsche NOW location are as follows:

- **Porsche NOW San Jose**
Address: 355 Santana Row, Suite 1000, San Jose, CA 95128
- **Porsche NOW Laguna Beach**
Address: 480 Ocean Ave Laguna Beach, CA 92651

About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the [Porsche 911](#), [718 Boxster](#), [718 Cayman](#), [Macan](#), [Cayenne](#), [Panamera](#) and [Taycan](#). **The [Porsche Car Configurator](#) can be used by anyone to customize and pre-order any vehicle in that lineup at any time.** Headquartered in Atlanta, Georgia, since 1998, PCNA is home to [the first Porsche Experience Center in North America](#), which features two module-based 1.6 mile driver development tracks, a business center and Restaurant 356. The campus is also home to the U.S. headquarters of [Porsche Classic](#). The company operates a second [Porsche Experience Center near Los Angeles](#). That complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, Restaurant 917 and the headquarters of [Porsche Motorsport North America](#). PCNA supports 201 independently owned and operated Porsche dealerships in the U.S., four Porsche studios and six satellite stores in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 75-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus [motorsport](#) wins to date.

Photos and video footage are available to accredited journalists on the [Porsche Press Database](#) and on the [Porsche Cars North America Newsroom](#).

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About Porsche NOW

Porsche NOW is a temporary retail format. Located in urban centers with high foot traffic or in shopping malls, the sales pop-up creates a place where guests can experience the Porsche brand in a new and exciting manner. Porsche NOW in North America is based on the global concept and is adapted to local requirements.