



PORSCHE

News Release

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## Porsche Drive expands to Chicago and Dallas

*The popular vehicle subscription and rental program is now available in 17 U.S. cities*

**Atlanta, Georgia.** Drivers in Dallas and Chicago will soon have a new way to experience Porsche sports cars on the road. Porsche Drive, the sports car maker's vehicle subscription and rental service, is expanding to both metropolitan areas. The program is high on flexibility and low on commitment, with subscriptions for as little as one month at a time and rentals starting from one day. Customers can [begin reserving](#) vehicles now in advance of the mid-May launch in both cities.

Porsche Drive started out from humble origins, with a pilot in Atlanta in 2017, and has now expanded to 17 U.S. cities with further locations to be announced later this year.

"Porsche Drive offers a fantastic combination of freedom and unforgettable driving experiences," said Kjell Gruner, President and CEO of Porsche Cars North America Inc. (PCNA). "We know customers value flexibility and choice - and Porsche Drive adapts to the specific wishes of our customers."

The program features all seven models – from the iconic 911 and all-electric Taycan to the best-selling Macan and sleek Panamera – on both a subscription and rental basis.

"The feedback we receive from subscribers is that Porsche Drive allows them to curate the perfect vehicle for whatever they are up to, whether it's a 911 for a special birthday dinner or a Taycan to experience the best that electric driving can offer," says Gruner.

To date, more than 2,000 customers have participated in the subscription and rental programs, combined. Around 80 percent of Porsche Drive's customers are new to the brand.

To reserve their dream Porsche, Chicago and Dallas customers can visit [porschedrive.com](https://porschedrive.com) to start the booking process. The Porsche Drive concierge team will be available during each step of the journey. They will connect with sign up customers to support them through the booking and scheduling process. Once scheduled, a

dealership concierge will then deliver the vehicle to the customer's home within a 20-mile service area. Pricing and delivery depends on which program is selected. [Click here to learn more.](#)

#### **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. 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 197 independently owned and operated Porsche dealerships 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.

#### **About Porsche Drive**

Porsche Drive, founded in 2017, and based in Atlanta, Georgia, is the mobility services provider for Porsche in the United States. Porsche Drive provides short-term, flexible, on-demand access to the full range of Porsche car models via the Porsche Drive app with subscription and rental terms ranging from 1 day to 12 months. Porsche Drive is dedicated to providing flexible access to the brand for customers who want the Porsche experience with easier access, less commitment, and increased flexibility – at its core, Porsche Drive puts the Porsche of your dreams on demand.

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Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>.