



PORSCHE

Press Release

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Major project at Stuttgart's Pragsattel

## **Structural work completed at Porsche Design Tower and Porsche Center Stuttgart**

**Stuttgart.** Porsche Deutschland, the Porsche Design lifestyle brand, and Bülow AG have reached the next milestone in their first joint construction project. Structural work on the new Porsche Design Tower was completed at the end of November 2021 – just 14 months after the foundation was laid. Work on the facade and interior of the Porsche Center are in full swing as well. The project involving both buildings therefore remains on schedule, with Stuttgart's skyline set to be enhanced by another architectural landmark once the work is completed.

“The name Porsche represents performance – on the racetrack and now also in the construction of the new Porsche Design Tower,” says Jan Becker, CEO of the Porsche Lifestyle Group. “The Porsche Design lifestyle brand has been creating iconic design products for 50 years, carrying the Porsche principles beyond the automotive world in the process. Our aim is to create the perfect symbiosis of form and function.”

“We are already really looking forward to the opening of the new Porsche Center at Stuttgart's Pragsattel – the place will become a modern meeting point for fans and customers of our brand,” says Alexander Pollich, CEO of Porsche Deutschland and chairman of the shareholders' committee of Porsche Niederlassung Stuttgart GmbH. “As of summer 2022, visitors can expect a thrilling brand experience that meets their many individual wants and needs in regard to modern physical retail settings.”

**Porsche Design Tower: glass facade to be completed within months**

The entire facade of the 90-meter-tall building is set to be completed this summer. The installation of the glazed shell from the first to the ninth floor is being carried out alongside the structural work. Work on the interior will begin immediately afterwards. The construction firm responsible for the project is Bülow AG, also responsible for coming up with the design – in close collaboration with the Porsche Lifestyle Group and Porsche Deutschland. “The Porsche Design Tower will be the tallest building in Stuttgart, another landmark to define the cityscape – just like the striking Bülow Tower did back in 1992, along with the Colorado Tower and the Skyline Living Tower,” says Horst Bülow, CEO of Bülow AG.

**Multi-use building with office space and hotel**

The first eight floors of the tower will provide around 5,500 square meters of office space, of which Porsche Consulting GmbH will be the main tenant. The Porsche Design Tower will be the management consultancy's headquarters in the future. A Radisson BLU hotel with 168 rooms will occupy floors nine to 23. The outstanding transport links and spacious meeting and event rooms make the hotel the ideal location, particularly for business travelers. The 10th floor restaurant and bar, including a roof terrace, offer spectacular views of the heart of the city, which is the capital of Baden-Württemberg.

**A new Porsche experience opening this year**

The Porsche Center Stuttgart is due to relocate from Zuffenhausen to the new building as scheduled in mid-2022. At present, the building facade is being completed and work has begun on the interior. Among the highlights are the showroom, which features a number of flexible modules, and the incorporation of the expanded workshop and car wash. Virtually all contracts for the construction project have already been awarded.

**Destination Porsche to guarantee special highlights**

The future Porsche Center will be built in line with the new Destination Porsche retail concept. Its focus is on creating a quality environment for all retail formats; visitors should be able to enjoy an authentic brand experience and the opportunity to engage with one another. One of the special features of the Pragsattel location will be a space where selected products by the Porsche Design and Porsche Lifestyle brands are available. Porsche fans will also be able to take a look behind the scenes, with a view into the workshop on the basement floor through a large glass window on Heilbronner Straße. A convenient parking service for the underground parking garage is also available for visitors to the Porsche Center. A quick-charging infrastructure is being installed in the outdoor space, and the building will feature a green roof, equipped with a photovoltaic system.

The Pragsattel site will also have flexible modules, another part of the Destination Porsche concept. Among other things, they will feature product highlights, the world of electric mobility, as well as used and classic vehicles. In addition, Destination Porsche will seamlessly link the physical space to the digital world. Sales assistants will be able to interactively present products and services on touch screens while the sales process will be supported by a mobile IT solution. This concept was fully implemented for the first time in a new building at the end of 2020 in Dortmund.

Porsche Deutschland is constructing the new Porsche Center in Stuttgart in conjunction with Volkswagen Immobilien Blue GmbH & Co. KG as the project's contracting party. The property's tenant is Porsche Niederlassung Stuttgart GmbH.

*Further information and film and photo material is available from the Porsche Newsroom: [newsroom.porsche.de](https://newsroom.porsche.de)*



From left to right: Alexander Pollich, Horst Bülow, Dr. Jan Becker





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