

**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 Niederlassing 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 along-

side 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 Por-

sche 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 De-

sign Tower will be the management consultancy's headquarters in the future. A Radis-

son 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, partic-

ularly 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-Württem-

berg.

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** 

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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 avail-

able 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 pho-

tovoltaic system.

The Pragsattel site will also have flexible modules, another part of the Destination Por-

sche 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 conjunc-

tion 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.por-

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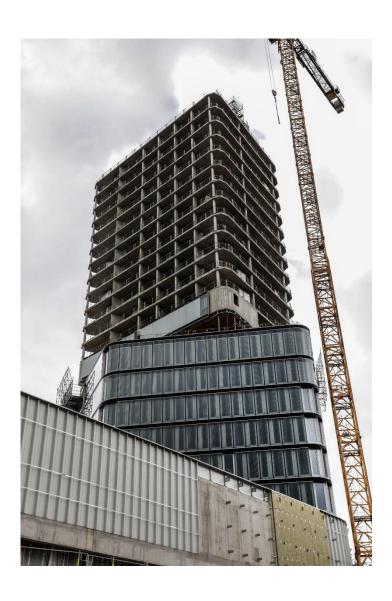
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From left to right: Alexander Pollich, Horst Bülow, Dr. Jan Becker

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