

## Press Release

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March 2017

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### **Porsche Design and Dezer Development Announce Grand Opening of first-of-its-kind *Porsche Design Tower Miami***

**Stuttgart/Sunny Isles Beach.** The Porsche Design Tower Miami, one of the world's most highly-anticipated luxury high rise developments, has come to life, creating an unmistakable architectural and engineering masterpiece. Gil Dezer, president of Dezer Development, and Jan Becker, CEO of Porsche Design Group will commemorate the Grand Opening of the first-of-its-kind Porsche Design Tower with an exclusive event held on Saturday, March 18 in Sunny Isles Beach, Florida.

Representing Porsche Design's first foray into residential real estate, the landmark Porsche Design Tower Miami reflects the brand's hallmarks of functional design, technical innovation, forward-thinking and iconic style. Undeniably striking from the outside, the 60-story tower's most unique feature will be a patented, revolutionary automobile elevator lift system – "the Dezervator" – that whisks both residents and their vehicles up to their luxurious home in the sky.

"It is an especially proud and remarkable moment to debut the first-ever Porsche Design Tower," says Gil Dezer, president of Dezer Development. "Simply put, there is no other building in the world with the same level of groundbreaking ingenuity and superlative quality as Porsche Design Tower Miami. This iconic tower has not only redefined Miami's skyline, but residential luxury as we know it."

"To see the first-ever Porsche Design Tower in Miami in its final stage is mind-blowing. The functional design, which encapsulates the DNA of the Porsche Design brand, will accompany the residents in all areas of their daily life and will enable them to live a unique and innovative experience, which is characterized by the blend of function and technology. We are very proud to celebrate the Grand Opening of the Porsche Design Tower Miami together with our partner Gil Dezer," says Jan Becker, CEO of Porsche Design Group.

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The completion of the iconic tower was no small achievement, much in part to Porsche Design Tower Miami's automated car elevator system. The complexities of the car lift system presented a host of first-of-a-kind engineering and construction challenges for the Porsche Design Tower Miami developer and engineers. By successfully overcoming them, the "Dezervator" has not only brought parking technology to a next stage of evolution, it has re-shaped condominium living, with the ability to have your vehicle literally at your front door. The automobile lift system is only one of the tower's over-the-top, luxurious amenities, which also include plunge pools and outdoor summer kitchens on the balconies of almost every unit. This is a first in Miami and is a feature typically reserved only for the most elite penthouses. Miami-based Coastal Construction Group was Porsche Design Tower Miami's general contractor.

Other building amenities include a state-of-the-art spa equipped with Vichy showers, a Sunset Terrace complemented with twin over-sized spa tubs, and oceanfront ballroom and multipurpose clubrooms. The clubrooms include a movie theatre with new release capability and game room complete with racing and golf simulators. The building will also have available a 'Car Concierge' who will tend to a resident's vehicle, by assisting with regular maintenance, tire rotations, washing and other services.

International VIP guests will receive an exclusive glimpse into the world of unsurpassable features, sophisticated design and innovative technology present at Porsche Design Tower Miami. Special access will be granted to the tower's private oceanfront restaurant, world-class spa and amenities,

The unforgettable evening will be capped off with an electrifying surprise musical performance and entertainment acts, highlighting the unrivalled lifestyle at Porsche Design Tower Miami. Notable international guests will join Porsche Design Tower Miami residents, local city officials, and Miami's top brokers and influencers in celebrating the momentous occasion.

With its estimated sellout of about \$840 million, 126 of the tower's 132 units have been sold. Of the six remaining units, one is a 19,403 square foot penthouse listed at

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\$32.5 million. This extraordinary four-story penthouse has space for up to 11 vehicles, all soaring 56 stories high in the sky.

For additional information about Porsche Design Tower Miami, visit [www.porsche-design.com/towermiami](http://www.porsche-design.com/towermiami).

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### **About Dezer Development**

Dezer Signature Brands an entity of Dezer Development, has a master licensing agreement with Porsche Design. Dezer Signature Brands specializes in co-developing luxury high rise residential and condo-hotel developments with marquee lifestyle brands. The company partners with prestigious globally-recognized brands to develop unique condominiums at some of the best addresses in the world. Gil Dezer, owner of Dezer Signature Brands, is one of South Florida's most accomplished businessmen and also one of the largest oceanfront property owners in Sunny Isles Beach. The Dezers own just over 27 acres of prime oceanfront property including 2,100 feet of beachfront between 158th Street to 191st Street along Collins Avenue, arguably one of the largest holdings of beachfront property owned and developable in the state of Florida. For additional information, please visit [www.dezerdevelopment.com](http://www.dezerdevelopment.com).

### **About the Porsche Design Group**

Porsche Design is a premium-lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast an impressive level of technological innovation. Created and engineered by the legendary Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 140 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)). For additional information, please visit [www.porsche-design.com](http://www.porsche-design.com)

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