



## **Classic & Delivery Center** One Porsche Drive – Atlanta, GA

# Introduction

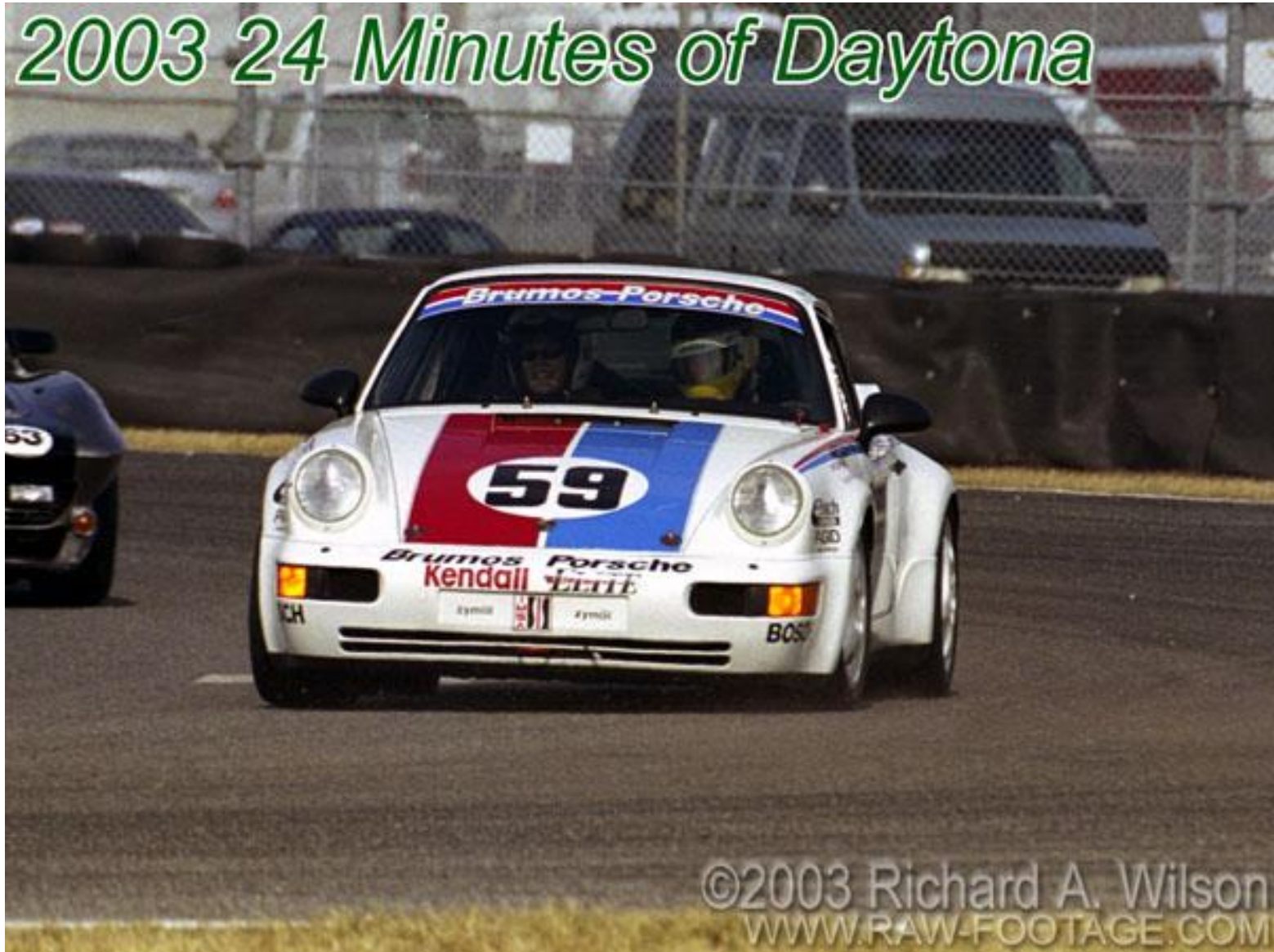
Ray Shaffer, Classic & Delivery Center Manager at the Porsche Experience Center







# 2003 24 Minutes of Daytona





















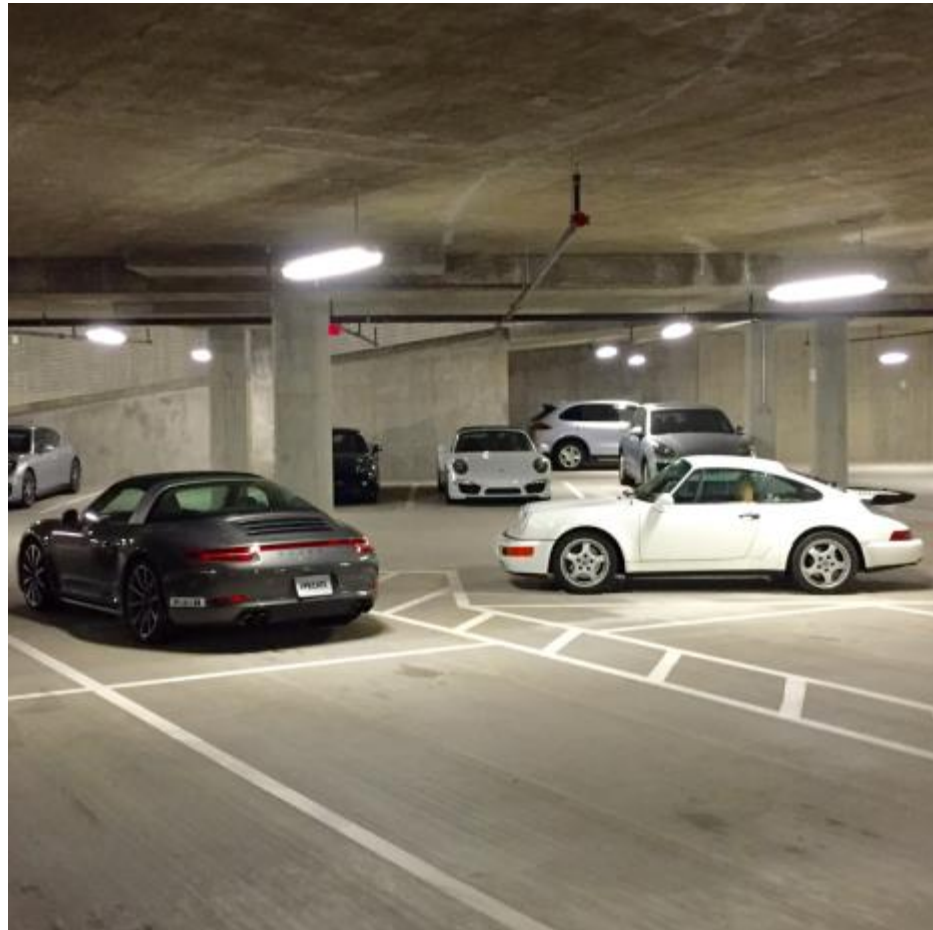
Partners with the PCA – Clubhouse of the FCR











“Drive what you preach!”



*Not just the cars, it's the people.*



# One Porsche Drive







# One Porsche Drive



## Key Facts

- North American Porsche Headquarters for Importer Business, Financial Services and Consulting Services
- Office Space for 400+ Employees
- Customer Experience Center incl. Business Center and Test Track
- Corporate Restaurant, Café, Employee Cafeteria
- Technical Training Center

# One Porsche Drive



## Key Facts

- 27.7 acres part of Aerotropolis Development
- Former Ford plant
- PCNA Headquarters:  
Office Space for 400+ Employees
- 7 story composite structure:  
235,000SF conditioned space  
465,000SF total building area
- LEED silver accreditation

Forever Amazing



# Restaurant 356

## Gallery Wall

The gallery wall upon entering the restaurant 356, highlights **historic images** from the Porsche achieves.

## Entry Signage

The entry branding of the restaurant 356 sets the tone of design and heritage highlighting a close up of the **356 cabin**. The **illuminated 356 numbers** shine from its simple and timeless brand mark.

## Calvados Display Case

According to German tradition, a bottle of apple brandy (**Calvados**) is given as **a sign of good fortune**. This tradition is showcased in a **vitrine** at the **entry of the main restaurant dining area**.

## Reservations

Reservations not always necessary, but can be made through Open Table or visit **Restaurant356.com**



# Carrera Café

## Pendant light

Inspired by the **shift knob** of **early 911s**. This oversized light display evokes speed and fun.

## Heritage Racing Graphic

**3 graphic column wraps** in the Café display historic race imagery to excite visitors and give a nod to Porsche's racing DNA.



## Display Wall – Made by Hand

The “made by hand” lettering pays respect to the historical Porsche produced factory video showcasing the fact that **Porsche vehicles are made by hand**. The **hounds tooth fabric** wrapped panel fixed to the wall is Porsche certified upholstery material used which was first used in early models.

# Human Performance

The most important component of any car is the driver and the PHP is dedicated to improving wellbeing, fitness, and physical performance.



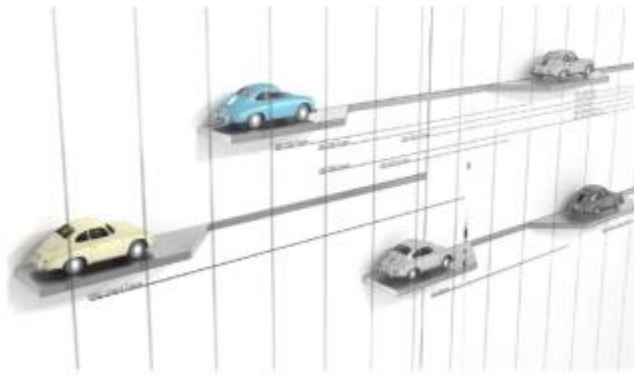


# Simulator Lab



- Booking through PorscheDriving.com
- Programs include: Race Leagues, Membership Programs, Special Race Events (Le Mans, COTA), Digital Leader Boards, Inter-PEC Races (between ATL and LA), Driver Training, Corporate Events

# One Porsche Drive



# Classic & Delivery Center Concept

The Porsche Classic & Delivery Center at One Porsche Drive offers unique experiences for both long time customers and newcomers to the brand alike. The CDC encompasses the following areas and services:

- New Vehicle Delivery
- Heritage Gallery
- Classic Gallery
- Classic Workshop





# New Vehicle Delivery

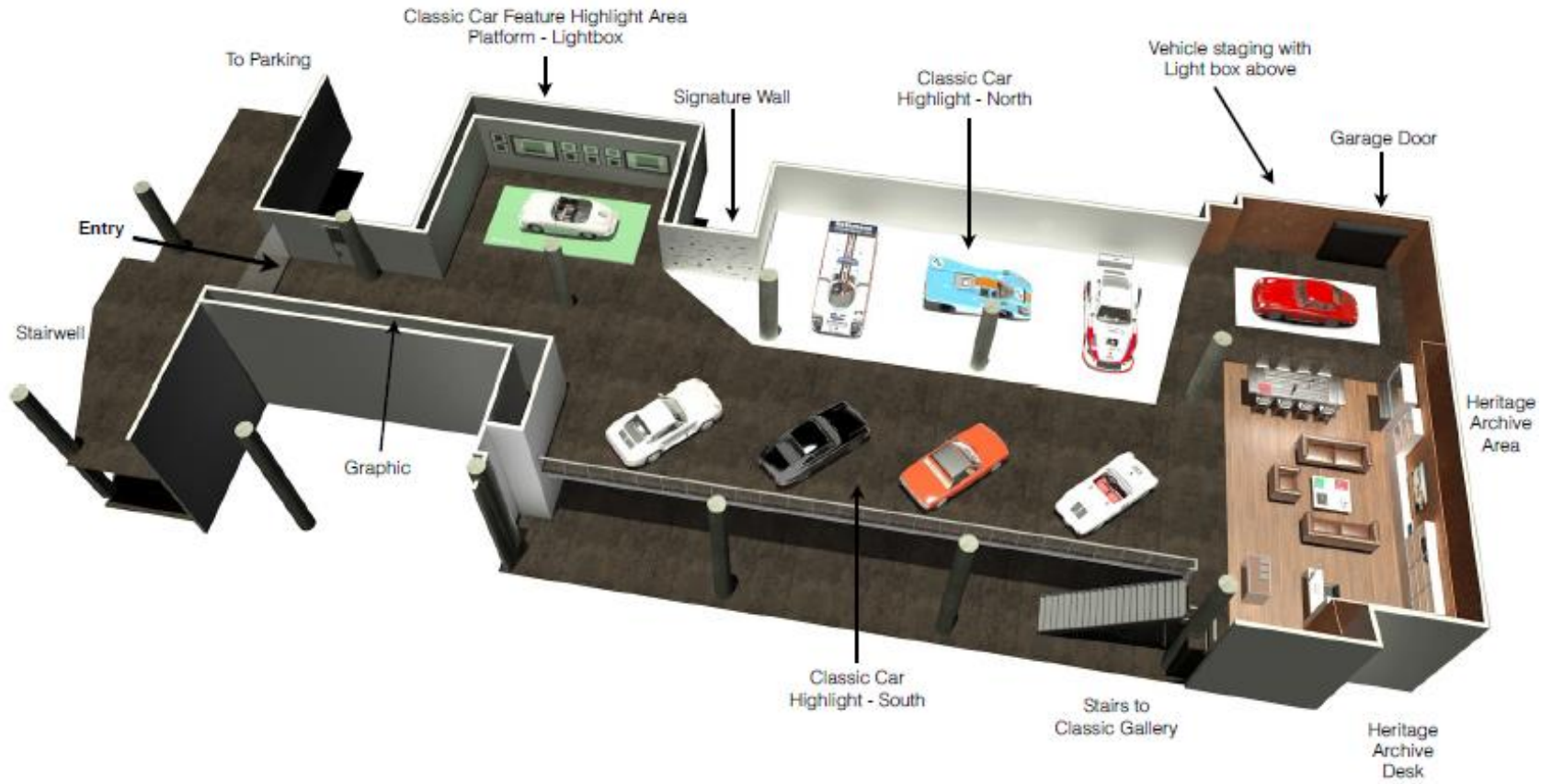
## Atlanta

- Tour of the Porsche Experience Center
- Complete Vehicle Orientation with Porsche Delivery Specialist
- 90-minute driving experience on our Driver Development Track
- Lunch at Restaurant 356

*An unforgettable experience taking delivery of your new Porsche!*



# Heritage Gallery



# Heritage Gallery





# Heritage Gallery



*1967 911 R #003 – Winner, Tour de France Automobile*

# Heritage Gallery



# Classic Gallery





# Classic Gallery



## Porsche Club of America Badge Display

The display space outside of the Classic Center on B2 highlights the **Porsche Club of America** with a large graphic depicting the Porsche Club motto: **“Made in Germany. Loved in America.”** And a display case showcasing **Porsche Club badging** (on loan from the collection of long time Porsche Club Member and enthusiast Del Johnston, Long Beach, CA).



# Classic Workshop



*A service drive like no other.*



# Classic Workshop



# Jack Swint

## Gold Master Technician

How many **years** have you been a Porsche technician?

- Years as Porsche Technician - 46
- Master Technician Certification - 1984
- Gold Master Certification - 2008

What are your **Specialties**?

- Engine and Transmission

What is your **philosophy**?

- "If [your work] looks good, it works good!"

**Interesting facts**

- Jack holds the global Porsche record for total hours of certified Porsche training – 348 Hours



# Kellen Miller

## Gold Master Technician

How many **years** have you been a Porsche technician?

- Years as Porsche Technician - 13
- Gold Master Certification – 2009
- Number of Total Training Hours Recorded - 262

What are your **Specialties**?

- Engines, Gearboxes, and Suspension
- But enjoys doing any kind of work on our cars – from removing/installing windows in an old 911, to chasing down an electrical problem, these challenges turn out to be very rewarding

What is your **philosophy**?

- “Always treat the vehicles your working on as your own.”

Any other **interesting facts** about your careers?

- Racing – SCCA & Chumpcar, Drivers Ed Instructor, Club Racing Instructor
- Built 997 GT3 RS 3.8 to 4.0 full factory conversion





# Miguel Rodriguez Bronze Technician

25 Years of technician experience

- Has been a technician for several OEMs (Porsche, Volkswagen, Alfa Romeo, Lancia)

What are your **Specialties**?

- Engine Diagnostic

What is your **philosophy** ?

- “Do your job well. And love what you do.”

Any other **interesting facts** about your careers?

- Born in Germany
- Was a master job foremen for a large Alfa, Lancia, Fiat, Chevrolet dealer in Germany
- Was the general manager for Porsche Oldtimer in Meilenwerk Stuttgart



# Porsche Classic Model Range



**356**  
(1948 –  
1965)



**914**  
(1969 –  
1976)



**924**  
(1976 –  
1988)



**928**  
(1977 –  
1995)



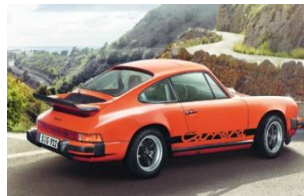
**944**  
(1982 –  
1991)



**968**  
(1992 –  
1995)



**911 F-  
Model**  
(1964 –  
1973)



**911 G-  
Model**  
(1974 –  
1989)



**959**  
(1987 –  
1988)



**964**  
(1988 –  
1994)



**993**  
(1993 –  
1998)



**996**  
(1998 –  
2004)



**986**  
(1997 –  
2004)



**Carrera GT**  
(2003 –  
2006)

# Classic Workshop

Recently Completed:

- 2003 996 C4S
  - Front suspension rebuild
    - Shocks, wheel bearing, strut mounts, CV boots, stabilizer links, cardan shaft
  - Clutch & flywheel
  - Shift linkage
  - Rear lower control arms
  - Alignment





# Classic Workshop

Sampling of Current Projects:

- 1989 930 Turbo
  - Engine oil leak repair, engine removal
  - A/C Repairs
  - Servicing (Filters & Belts)
  - Driver's Seat Rail Replacement



# Classic Workshop

Recently Completed:

- 1973 911 Carrera RS 2.7
  - Full engine restoration (disassembly) rebuild
  - Small transmission repair
  - Matching Numbers 2.7 RS
  - Appeared at Porsche Parade 2015















# Porsche Classic (VKC): Organization, Main Tasks and Key Figures

Organization	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px dashed black; padding: 5px;">Assistant</div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Classic (VKC)</b> </div> <div style="border: 1px dashed black; padding: 5px;">Business development</div> </div>	
	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Purchasing (VKC1)</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Supply Chain Management (VKC2)</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Sales (VKC3)</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Product Management (VKC4)</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Factory Restoration (VKC5)</b>   </div> </div>	
Main tasks	<ul style="list-style-type: none"> <li>Responsible for all Porsche standard-production <b>vehicles from 10 years after EoP</b> (End of Production)</li> <li>Worldwide sales of <b>Classic genuine parts</b> and <b>technical literature</b></li> <li><b>Restoration</b> and <b>repair</b> of customer vehicles at Freiberg am Neckar site</li> <li>Implementation of <b>Porsche Classic Partner</b> in worldwide sales organization from FY13</li> <li>Acquisition of parts supply <b>Carrera GT model</b> beginning FY16</li> </ul> <div style="text-align: right;">  </div>	
	<div style="display: flex; justify-content: space-between;"> <ul style="list-style-type: none"> <li>• around <b>90 million EUR turnover</b> p.a.</li> <li>• around <b>52,000</b> genuine parts available</li> </ul> <ul style="list-style-type: none"> <li>• around <b>230</b> parts <b>relaunched</b> p.a.</li> <li>• <b>&gt; 10 restorations</b> p.a.</li> </ul> </div>	
Key figures (FY15 group planned)		



**Contact Us:**

Ray Shaffer

[Classic.Service@porsche.us](mailto:Classic.Service@porsche.us)

Learn More at

[PorscheDriving.com](http://PorscheDriving.com)

