

Porsche in China

Porsche (China) Motors Ltd.

Founded in: 2001



117 sales sites

14 were opened in 2018

In 2018, China has been Porsche's **largest single market** for the **fourth time in a row**.

> Sustainable Growth Path in China

> Chinese customers

On average, the Chinese customer is



20 years younger

than the European or American.



46%

of Chinese customers are female.

> Porsche Experience Centre Shanghai

6th

In 2018 the **sixth Porsche Experience Centre** was opened in **Shanghai**.



More than **10,000 visitors** have already been at the **Porsche Experience Centre**.



> Highlights of the Porsche Experience Centre Shanghai



Handling course



Conference rooms



Offroad course



Racing simulators



Restaurant, café



Porsche Driver's Selection Store

> Strong growth for Porsche Club China

Growth of members

2017

1,002



2018

6,240

