



PORSCHE

Press information

May 12, 2021

Porsche Classic expands service network for classic cars

### **Switzerland's First Porsche Classic Center Opens in Geneva**

**Rotkreuz.** Porsche Center Geneva's existing operations with new and used cars are now augmented with the extensive services of a Porsche Classic Center. Switzerland's first Porsche Classic Center will officially open on June 10 in Le Grand-Saconnex. Following comprehensive restructuring work, the site is now one of four Porsche Classic Centers worldwide.

Classic Centers combine service, repairs, and sales of classic sports cars under a single roof to meet the full range of needs on the part of customers with heritage cars. In addition to the four Porsche Classic Centers worldwide there are also 72 Porsche Classic Partners. Switzerland has two Porsche Classic Partners, located at Porsche Centers Zug and Zürich-Schlieren.

"Switzerland has always valued our brand's sports cars, in fact since the early years of the Porsche company. Porsche's first series-production car was delivered to a customer from Zürich," notes Michael Glinski, CEO of Porsche Schweiz AG. "Around 17,000 Porsche classic cars are registered in Switzerland," he adds. "The team in Geneva has been doing outstanding work in this field for a long time, and its services are now virtually unequalled following conversion and certification as a Classic Center."

Porsche Center Geneva has always placed a premium on serving older cars. Certification as a Porsche Classic Center will build on the foundation already laid with three victories at the Porsche Classic Restoration Challenge. Like Porsche Center Geneva, this Porsche Center Classic belongs to Orchid Sports Cars SA. "We are very

proud to be opening the world's fourth Porsche Classic Center. We invested in the future right from the start, in order to continuously expand and enhance our expertise," says Guy Meyohas, owner of Orchid Sports Cars SA. Patrick Losch, co-owner of Orchid Sports Cars SA, adds: "Our aim is to provide the best possible service in all areas, whether that be selling new cars, servicing used cars, or repairing and maintaining even the very earliest Porsche sports cars."

Alexandre Mottet, CEO of Porsche Center and Classic Center Geneva, observes: "When we started with 20 employees back in 2011, our goal was to live and foster the passion for Porsche in every way for our customers. We are celebrating our tenth anniversary this year, and our family has grown to 77 employees who now enjoy a space of 12,800 square meters to work and exemplify the Porsche spirit."

The Porsche Classic Center in Geneva has a 210-m<sup>2</sup> showroom to display heritage Porsche sports cars. Its cutting-edge workshop has four spots reserved for these vehicles alone, one of them exclusively for body work and restoration. Porsche Center Geneva is already well known for its complete and partial professional restorations. The Porsche Classic Center also offers maintenance and repair services. Replacement part supply is secured with access to more than 60,000 original components. Guests can visit not only the showroom but also the workshop.

The other three Porsche Classic Centers are located in the Netherlands, France, and Norway. Together with 72 Porsche Centers certified as Porsche Classic Partners, they form a global service network for older vehicles from the Zuffenhausen sports-car maker. The Porsche Classic locations offer customers with heritage Porsche cars local contacts who combine service and consulting with enthusiasm and exceptional expertise. Porsche Classic has developed a special training and educational program for the employees. The Centers and the Partners both possess specialized tools and model-specific repair manuals to ensure the best possible maintenance and repair work. This allows Porsche to ensure a uniform high standard of quality worldwide. The Centers and Partners are also connected with the special procurement team at the

Stuttgart factory restoration facility, which can support them in locating even rare genuine parts.

**Facts and figures for Porsche Center Geneva / Porsche Classic Center Geneva:**

Location: Impasse Colombelle 2, 1218 Le Grand-Saconnex

Surface area: 12,800 m<sup>2</sup>

Workshop: 1,500 m<sup>2</sup> with 16 work stations

Preparation area for new and used cars: 274 m<sup>2</sup>

New car showroom: 600+ m<sup>2</sup>

Classic car showroom: 210+ m<sup>2</sup>

Used car show space: 1,000 m<sup>2</sup>

Personnel/employees: 77

CEO: Alexandre Mottet

Owner: Orchid Sports Cars SA

Architecture: Architekturbüro Jacques Bugna (exterior), Michelle Zur (interior),

AWS Architekten AG (Aurel Toth)

Opening: March 1, 2021 (opening ceremony: June 10, 2021)

*More information and photos are available from the Porsche press database at [presse.porsche.ch](https://presse.porsche.ch).*