



# Porsche luxury retail partnership with Penske Automotive Australia

**23/10/2024** Porsche announces agreement to acquire Porsche Centre Melbourne by Penske Automotive Australia. Strategic vision to enhance customer experience and set new standards for excellence in automotive retail.

23/10/2024 - Porsche Cars Australia is proud to announce an exciting new partnership with Penske Automotive Australia, extending the global collaboration in motorsport and the local partnership in the Australian market. This alliance will further enhance Porsche's presence in Melbourne, aligning the prestige of the Porsche brand with Penske's world-class expertise in automotive excellence.

Already a strategic partner, having acquired the Porsche Centre Brighton and Porsche Centre Doncaster Dealerships in June 2024, Penske Automotive Australia intends to take over operations of Porsche Centre Melbourne as of 2 December 2024 subject to customary closing conditions. Penske shares Porsche's vision to establish exciting new retail formats to provide a seamless customer experience and to continue Porsche's over 70-year history in Melbourne.

"Melbourne has always been a cornerstone for Porsche in Australia, and our collaboration with Penske Automotive Australia ensures that this vibrant history is not only preserved but also enriched", said the CEO and Managing Director of Porsche Cars Australia, Daniel Schmollinger. "We aim to offer our customers a journey that reflects Porsche's heritage of excellence and commitment to innovation."

With 24 Porsche Dealerships worldwide, Penske has built a reputation for excellence in luxury automotive and customer experience. Their extensive knowledge and deep commitment to Porsche's core values make them an ideal partner in elevating the premium experience for Porsche customers in Melbourne. Together Porsche Cars Australia and Penske Automotive Australia will set a new standard for automotive excellence, reinforcing Porsche's leadership in the luxury segment.

As part of the partnership, all three Porsche dealerships in Melbourne will adopt a joint approach to further elevate the experience for Porsche customers. This includes exploring new formats and locations to provide a more personalised and innovative customer journey. The collaboration will offer fresh engagement opportunities to enrich the Porsche community in Melbourne, reflecting the forward-thinking spirit of both brands.

"This partnership embodies our commitment to delivering extraordinary experiences for our customers. By aligning with Penske Automotive Australia, we are confident in setting new benchmarks for excellence in the Australian market," said Schmollinger.

"We are thrilled to extend our relationship with Porsche in Melbourne and are committed to providing exceptional service and innovative retail experiences that exceed our customers' expectations," said Randall Seymore, COO of Penske Automotive Group International.

Porsche Cars Australia and Penske will focus on creating world-class dealership environments, enhanced by a cutting-edge digital ecosystem. This will seamlessly integrate physical and online touchpoints to ensure a streamlined, luxury customer experience. The enhanced digital approach will offer customers more convenience, personalisation and interaction, reinforcing Porsche's commitment to innovation.

By tapping into the global Porsche Penske community, the partnership will bring new levels of inspiration, sharing best practices and leveraging international expertise to benefit local customers. Melbourne Porsche owners, prospects and fans will now be part of a broadened global community, connected to the world of Porsche and Penske's celebrated motorsport heritage.

"We are incredibly excited to jointly build the dream of Porsche ownership in Australia for our loyal customers, offering them a journey that aligns with the prestige and performance of the Porsche brand," added Seymore.

Together, Porsche Cars Australia and Penske Automotive Australia will combine decades of experience, both in Australia and globally, to offer Melbourne Porsche owners a uniquely elevated brand experience. This underscores Porsche's unwavering commitment to delivery excellence at every touchpoint,

offering an enhanced and exciting journey for the most discerning customers.

## Info

Scan the QR codes in the images to visualise a 3D render of the new Destination Porsche Centre in Melbourne.

## Link Collection

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