Porsche prepares to further enhance its experiential programs with key appointment

26/04/2022 Newly created position of Director, Porsche Experience will oversee U.S. Porsche Experience Centers, Porsche Track Experience and Porsche Travel Experience

Porsche is committed to delivering thrilling experiences. To strengthen the opportunity for non-owners and owners alike to dive into its singular brand atmosphere, Porsche Cars North America, Inc. (PCNA) today announced the creation of a new leadership role.

Michelle Rainey, a 25-year automotive veteran, will lead operations that offer new ways to connect with Porsche, centered on the Porsche Experience Centers in Atlanta and Los Angeles, the Porsche Track Experience and the Porsche Travel Experience. Rainey becomes the Director, Porsche Experience – effective this month. She brings a wealth of experience as the successful manager of the Porsche Experience Center in Atlanta, having led its growth from its opening in 2015 to the addition of a second customer track due to open next year.

"Even before it was built, Michelle was part of the original team that helped define what the Porsche Experience Center in Atlanta should be and it's testament to her abilities that it continues to thrive today," said Ayesha Coker, VP, Marketing of PCNA. "We want to continue deepening and enriching our offerings by creating a dedicated Porsche experience role. And with Michelle's extensive record, I'm confident she will find successful new ways to create emotional connections with the Porsche brand."

The two U.S. Porsche Experience Centers (PECs) offer an in-depth brand immersion where existing customers and new fans can drive on track, dine, and shop for accessories, while also taking in Porsche heritage or just grabbing a coffee by the track. The sites also serve as unique venues for weddings, corporate outings, birthday parties and other large events.

With over a half million visitors since opening in 2015 in Atlanta and 2016 in LA, over half of the guests are new to the brand and do not currently own a Porsche. Yet, getting behind the wheel of a Porsche often proves to be a transformational experience – and after driving the centers' tracks, 80 percent of non-owners say they are likely to buy one.

To build upon this success, Rainey will be charged with bringing new and appealing programs to guests, like the recently launched 911 GT3 v. 718 Cayman GT4 90-minute driving experience and the PEC Atlanta's Overdrive offering, which is designed to give drivers an additional 30 minutes behind the wheel of a Porsche sports car.

Parallel to the PECs, PCNA also offers one to four day instructional courses at its Porsche Track Experience (PTX) facility at Barber Motorsports Park in Birmingham, Alabama. The main attraction is a 2.38-mile, FIA-certified grade 2 circuit with 16 corners and more than 80 feet of elevation change, making for an exhilarating experience in the latest Porsche sports cars. Courses range from introductory to advanced racing curriculums, including the Masters RSR, which is accredited for a race licensing. For many guests, their first visit to the PTX piques their interest for more. Returning customers make up nearly 30 percent of entry-level participants, and of those drivers, about 90 percent return for advanced level programs.

For curated driving programs, Porsche offers the ultimate road trip through its Porsche Travel Experience (PTE), an all-inclusive vacation that allows participants to drive hundreds of miles on some of the most scenic roads in an iconic 911. After a welcome dinner on the evening of the arrival, the journey includes six nights of premium accommodations and fine dining, with five days in the driver's seat. For more than 25 years, the PTE has allowed driving enthusiasts to explore some of the most beautiful regions around the world. The program has had a consistent presence in the U.S. since 2018.

For more information about these Porsche experiences, visit https://www.porschedriving.com/.

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