

Porsche Classic Factory Restoration expands in Atlanta

29/08/2023 The new 30,000-sq-ft building at Porsche's North American headquarters opened in January 2023

Atlanta. Porsche Classic in North America is settling into its new home. In January, the new stand-alone facility featuring Factory Restoration, and Sonderwunsch (special wishes) services, began accepting customer vehicles after breaking ground in late 2021 as part of a $50 million investment in expanding PCNA's Atlanta headquarters campus.

"Our goal is to be a caretaker of dreams," says Jonathan Sieber, Senior Manager of Porsche Classic, "Not only do we want to encourage and inspire Porsche enthusiasts to keep their classic cars on the road, but in this beautiful new facility, we can literally make dreams come true."

The mission of Factory Restoration is to return classic Porsche vehicles to the same original specifications as when they drove off the production line but with even more character and sophistication.

Factory Restoration in the U.S. previously operated out of the One Porsche Drive building. The new Factory Restoration facility increases the number of dedicated service bays from three to 14. In the expansion, the facility gained a paint booth, upholstery shop, and body shop, allowing the team to retain full restoration in-house, as previously opposed to shipping to the Porsche Classic Restoration Facility outside Stuttgart. This reduces both lead-time and cost for customers going through this process. The facility is also fully equipped with all the necessary machinery to restore each vehicle's original components; however, in the event a component needs to be replaced, the catalog of over 80,000 OEM classic parts that Porsche currently manufactures is at the ready to ensure peak performance and fitment.

Factory Restoration is only one element of the new 30,000-sq-ft Classic headquarters, which overlooks the new extended driver development track at the Porsche Experience Center. The new building also houses the first classic fitting lounge in the world, offering a multitude of paint, fabric, and interior finish samples for custom Sonderwunsch projects, which allows customers to fully customize any Porsche they own.

Additionally, a multi-purpose event space and offices housing the full Porsche Classic business and brand round out the Classic Headquarters.

Porsche Classic Center at One Porsche Drive in Atlanta

The U.S. is home to the largest classic Porsche market in the world, currently boasting over 315,000 units in operation across the 18 models Porsche Classic, for which holds responsibility. The team within the new facility also manages the Classic Partner Program, which certifies and supports Porsche Centers excelling in knowledge and care of Classic models.

Porsche Factory Restoration began at Werk 1 Zuffenhausen in 2002 before expanding in 2008 to a new facility in Freiberg. 2015 saw the first and only international expansion into Atlanta. In January 2022, Porsche moved their Germany Factory Restoration facility to Asperg, Germany, followed by this new Atlanta facility a year later. With this dedicated expansion, Porsche Classic is committing to increasing its support for generations to come.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

Image Sublines

Path: media/Images/img_1.jpg
Title: Porsche Classic Center at One Porsche Drive in Atlanta
Subline: The new 30,000 square-foot Porsche Classic center in Atlanta.

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2023/company/Porsche-Classic_Factory_Restoration-expands-in-Atlanta-33590.html

Media Package
https://pmdb.porsche.de/newsroomzips/81f6f687-b30c-405e-92ac-a581acc92d43.zip