

U.S. Porsche Experience Centers celebrate major milestone: One million guests welcomed

03/03/2026 Combined the two Experience Centers have welcomed a million guests.

Porsche Cars North America (PCNA) announced a landmark moment today: its two U.S. Porsche Experience Centers – located in Atlanta and Los Angeles – have welcomed a combined one million guests. That number includes welcoming driving enthusiasts and families, as well as corporate groups looking for memorable team-building experiences.

Since opening their doors, both Experience Centers have offered exhilarating and ever changing ways for visitors to connect with the Porsche brand. This includes track based driving programs featuring every model from the 911 to the Cayenne; regularly updated gallery spaces showcasing Porsche's design, engineering, and motorsport heritage; dedicated fine dining restaurants; , retail; and distinctive event venues. The most popular offering across both PEC Atlanta and PEC Los Angeles is are 911-based driving programs, consistently ranking as the most booked experience.

WATCH: U.S. Porsche Experience Centers celebrate one-million guests!

From long time owners to young fans connecting with our brand for the first time, each visitor represents a unique and special moment for us, for which we are very grateful" said Timo Resch, President and CEO of PCNA. The Porsche Experience Centers bring our brand to life in a way that can best be felt in person – ideally behind the wheel – and this milestone shows just how powerfully those experiences connect with people."

Located at One Porsche Drive, home to Porsche Cars North America, PEC Atlanta opened in 2015 as the brand's first U.S. Experience Center, followed by PEC Los Angeles in 2016. Together, the two locations offer three separate driver development tracks, and a wide range of programs designed to inspire and educate drivers at every skill level.

Both centers continue to expand their offerings through new vehicle experiences and guest experiences. PEC Atlanta recently hosted Cars stars Sally Carrera and Lightning McQueen in celebration of the film's 20th anniversary, while PEC Los Angeles introduced its new Design Your Drive program reinforcing Porsche's continuous commitment to delivering unforgettable moments both on and off the track.

For more information about PEC Atlanta or PEC Los Angeles, visit porschedriving.com.

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