

## Opening Speech

- Good evening ladies and gentlemen. Thank you for being here and welcome to your personal 911 GT3 Driving Experience at One Porsche Drive.
- Just a few short years ago this building was just an idea. And I can assure you, it's an amazing feeling to be here with all of you tonight in our new headquarters overlooking our exhilarating driver development track.
- Believe it or not, everyone in this room has played a significant role in the building of our new home and first-of-its-kind Experience Center. I say, "Our home," because this building is not only the new residence for Porsche employees. It is also home to all of you – our faithful customers. I must congratulate you for being among the first to witness One Porsche Drive in person. In fact, this facility was designed specifically with you in mind, to provide a unique experience for our most passionate and dedicated Porsche enthusiasts.
- As an industry-first in North America, the Porsche Experience Center offers an array of activities to help you celebrate every aspect of Porsche. During your time here, you will have the exclusive opportunity to experience the GT3 in a number of exciting exercises on our 1.6 mile driver development track. The track is comprised of six modules designed to improve your driving skills in your GT3. You'll also have the chance to explore a number of other great features of our Porsche Experience Center:
  - Our **Human Performance Center** is a sports science lab with programs to help maximize your personal fitness, nutrition wellness and athletic performance.
  - The **Driving Simulator Lab** will give you an introduction to driving and racing, bringing to life the visual thrill of driving on top-level racetracks around the world.
  - The **Classic Car Gallery** is a remarkable display of legendary Porsche Classics and an exhibition housing museum vehicles.

- **Restaurant 356** will give you the ultimate fine-dining experience.
- We know your favorite place to be is behind the wheel of a Porsche. And in this program we have paired each of you with a Personal Drive Coach to take your high-performance driving skills to the next level.
- As we prepare to hit the road together, I'd like to make a toast to you.

<<**Raise glass to lead toast**>>

- On behalf of Porsche Cars North America, again, we say thank you. We sincerely appreciate your unwavering support over the years. Because you have stood by us, we want you to know we firmly stand by you, today and always. Cheers.
- Please enjoy your meal and the rest of your time here at One Porsche Drive.
- Have a good evening.

### GT3 Closing Speech

- Good afternoon. It's amazing how time flies when you're driving a Porsche!
- Did you have a great time?
- I hope this experience has enlightened you about Porsche and will encourage you all to come back and visit us again very soon.
- As one more token of our appreciation, we'd like to present you with a **(insert gift here)**, so you will always remember your first visit to One Porsche Drive and the Experience Center. We hope you will share your experience with your colleagues, friends and family and encourage them to come to Atlanta and witness the Porsche Experience Center for themselves.
- Again, on behalf of the entire Company, thank you for continuing to be cherished members of the Porsche family.
- I wish you all safe travels back home, and hope to see you again very soon.
- Thank you.