



Porsche Cars North America, Inc. Eyes the Nation but Chooses Georgia

THE CHALLENGE

With expanding sales throughout the country, Porsche Cars North America (PCNA) realized it needed more space to accommodate its growth and to consolidate operations in multiple locations. In addition to its Sandy Springs, Georgia headquarters, the company's operations were spread out among offices in Chicago, St. Louis and on the West Coast.

A wholly owned subsidiary of Porsche AG of Stuttgart, Germany, the company sought a location with enough real estate to accommodate the construction of not only a headquarters building, but also of a driving-experience track. Porsche opened a nationwide search. Eventually the list of possible locations was narrowed down to seven cities, including a location in metro Atlanta.

SOLUTION

The Georgia Department of Economic Development became involved with Porsche's search early in the process, helping the company identify possible locations in the state. After exhaustive research, including visits to all candidate cities, Porsche chose a 26.4-acre site in Aerotropolis Atlanta, within the city of Atlanta, but with a small portion in the adjacent city of Hapeville.

Aerotropolis Atlanta is a 130-acre planned mixed-use development on the site of the former Ford Atlanta assembly plant. The site was purchased by Jacoby Development, Inc. in 2008, and is located next to Hartsfield-Jackson International Airport. The complex is projected to become home to offices, retail businesses and entertainment establishments.

While the chosen site was in a location that required considerable improvement, that proved to be no problem. The Georgia Department of Transportation stepped up to the plate, re-landscaping the grounds and nearby highway exits. Soon, Henry Ford II Avenue became known as Porsche Avenue.

Company:

Porsche Cars
North America, Inc.

Facility Type:

Corporate headquarters
North America

Key Requirements:

Corporate headquarters building to accommodate more than 400 employees, along with a driving-experience track

Number of Jobs Added:

100 new jobs

Investment:

\$150 million

What Georgia Offers Porsche:

- Close cooperation of state and local governments to facilitate the company's move to land adjacent to Atlanta's International Airport
- Proximity to a large network of OEMs, suppliers and customers
- Comprehensive network of air, sea, rail and highway logistics infrastructure
- Georgia Quick Start workforce-development program, rated top in the U.S. by *Area Development Magazine*
- A business-friendly climate with competitive corporate-tax structure and incentives

Incentives:

- Approximately \$12 million, including Opportunity Zone tax breaks, grants and other incentives



PORSCHE

The city of Atlanta designated the location as an Opportunity Zone, giving Porsche valuable tax advantages. In addition, the city offered a tax-abatement plan, as well as a cash grant for site improvements. In all, economic incentives for Porsche totaled approximately \$12 million.

“We were able to make important decisions very quickly,” said Atlanta Mayor Kasim Reed. “We cleared away the red tape so it helped the folks at Porsche make a better decision faster, and to send a clear signal that they were going to have a strong, unwavering partner.”

In November of 2012, Porsche became the first company to break ground in Aerotropolis Atlanta, and the facility will open its doors for business in early 2015.

All told, the new facility was a \$150-million development. Approximately 300 employees will move with the company and 100 additional new employees are projected to be hired.

THE RESULTS

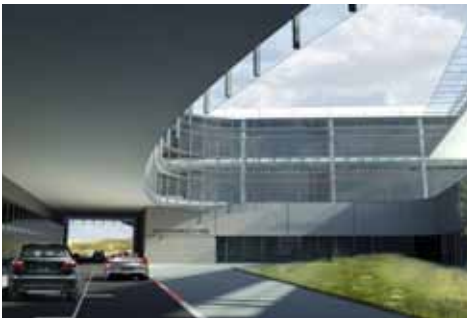
Aerotropolis Atlanta is now proud to be the home of the combined operations of Porsche Cars North America, Porsche Financial Services, Porsche Business Services and Porsche Consulting. The consolidation of these operations in one location is intended to help smooth the way to continued company growth in the future.

In addition to the impressive headquarters building itself, the complex includes the Porsche Customer and Driving Experience Center, with a 1.6-mile track. This incorporates five modules: a handling circuit, a low-friction circle, a kick-plate rough-road simulation and an ice hill. It is one of just four Porsche centers of its kind in the world, joining facilities in Shanghai, China; Silverstone Circuit, UK; and Leipzig, Germany.

The Porsche facility is also home to a technical-service and training center, a conference center and a museum. And the headquarters building is built to LEED (Leadership in Energy Efficient Design) standards, established by the U.S. Green Building Council.

“On one hand, it was the brilliant support that we received from the state of Georgia and the city of Atlanta. Second, and I would say equally important, is that we can depend on a very experienced workforce here in Atlanta.”

– Bernhard Maier, Executive Board of Management
Porsche Cars North America, Inc



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Contact our team by visiting Georgia.org/GlobalCommerce.