



PORSCHE



# Porsche Experience Centre

Meetings and Events



**PORSCHE**

**EXPERIENCE  
CENTRE**  
SILVERSTONE





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## Overview

The Porsche Experience Centre is an ideal venue for corporate events offering a distinctive, flexible meeting facility which can be combined with a unique matrix of programme-enhancing options – all with the reassurance of Porsche quality as standard.



What's this? See page 47 for instructions ►







## Location

Situated at Silverstone Circuit, the home of British motorsport, on the site of the 1999 WRC Rally of Great Britain special stage, the centre overlooks Hangar Straight on the Grand Prix circuit.

A purpose built centre dedicated to driver excellence. The main building includes a display atrium, a superb restaurant with panoramic views of the Porsche Test Track, an innovative Human Performance Centre and state-of-the-art meeting and conference facilities.







## Silverstone

The proximity of the Grand Prix circuit allows a seamless progression from B road handling circuit to race track, where Porsche's underpinning sports car focus is clearly demonstrated and is equally at home in both environments.







**Facilities**



## Atrium

The Porsche Atrium is the central hub from which all other rooms lead. Its design is uniquely Porsche and provides an exciting space from which to explore all on offer at the Porsche Experience Centre. Up to seven cars are on display at any one time including examples that display the rich heritage and racing pedigree of Porsche.

The Atrium, with ten plasma screens, provides an ideal area to welcome your guests and can accommodate exhibition stands, product displays, staging or even a dance floor.

Our audio visual systems can be linked to a mixing desk to provide professional production quality events. The large curved wall has a permanently mounted projector facing it, onto which a cinema size image can be shown.



**HD projector**

**10 x plasma screens**

**200 capacity**

## 917 Conference Suite

Named after the iconic Porsche 917 racing car, the 917 Conference Suite is the largest individual room at the Porsche Experience Centre and is unusual in its semi circular shape. Designed specifically for presentation and training activity, it has additional sound proofing to guarantee the minimum of noise intrusion.

This private room also boasts a folding wall, allowing displays as large as cars to be placed in the room, whilst still keeping it separate from the public.

The 917 Conference Suite can be set out in theatre, cabaret and board room format and can seat a maximum capacity of 80 people.



**Seats up to 80**

**HD projector**

**Bose sound system**



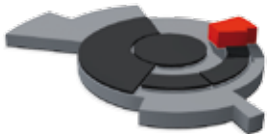






## Hangar Straight Boardroom

The Hangar Straight Boardroom directly overlooks Silverstone's Grand Prix circuit and provides one of the most unique locations for a meeting space in the UK. The cutting edge facility includes a high definition projector, computer input terminals, 42" plasma screen and Bose 5.1 surround sound.



**Seats up to 15**

**HD Projector**

**Wi-fi enabled**





# Porsche Restaurant

Overlooking the Test Track, the relaxed atmosphere creates a calm haven in which to enjoy breakfast, morning coffee, lunch and afternoon tea. The Porsche Restaurant offers exceptional cuisine created by our classically trained chef and presented by our friendly waiting staff.

Our menu is created from locally sourced fresh produce in perfectly sized courses with a choice of three dishes per course. With the menu changed weekly our restaurant mirrors exactly the Porsche way of doing things...superbly.



**Up to 100 covers**

**Panoramic views**

**Silver service**











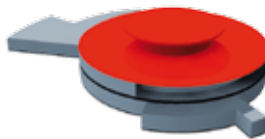




## Roof Terrace

With the Porsche Experiences Centre's location parallel to the world famous Hangar Straight, the Roof Terrace provides unique panoramic views of both the Porsche Tracks and Silverstone Grand Prix circuit.

The Roof Terrace space provides an excellent area to relax and watch the action on both circuits. The space can also be used to host events with the option of adding seating.



**100 Capacity**  
**Views of Hangar Straight**  
**Outdoor catering**



## Porsche Human Performance

As with drivers, a healthy, energetic, vibrant business team has a greater resistance to stress and a greater ability to perform. So the perfect partner to a driving session is an assessment at The Porsche Human Performance Centre, equipped with state-of-the-art technology from Technogym and Optical Express. The focus here is on “wellness” with a range of assessments including blood pressure, blood glucose, cholesterol testing and a lifestyle review - many with an immediate printed report.

**08443 577 911** or by email: **php@porsche.co.uk**  
[www.porsche.co.uk/humanperformance](http://www.porsche.co.uk/humanperformance)



**Technogym equipment**

**Heat chamber**

**Batak**



## Cinema

The Porsche Cinema is a tiered 19 seat room used primarily for the driving experience briefings and viewing films. AV facilities include an HD projector and Bose 5.1 surround sound. The seating solution was developed by VITRA using the Martin Van Severen MVS .04 auditorium chair.



**Seats up to 19**

**HD projector**

**Bose surround sound**



## Meeting Rooms

For smaller group meetings there are additional meeting rooms available at the Porsche Experience Centre. Each is equipped with a plasma screen and HD projector. These smaller pods offer an ideal environment for a more intimate meeting or presentation.





## Room Configurations

Event Space	Floor	Room Setup				Audio Visual		
		Seating	Boardroom	Cabaret	Theatre	TV screen	HD Projector	Sound system
Atrium	Ground	Flexible	N/A	80	100-150	10	Y	Y
917 Conference Suite	Ground	Flexible	40	40	80	N	Y	Y
Porsche Cinema	Ground	Fixed	N/A	N/A	19	N	Y	Y
Mobil 1 Meeting Room	Ground	Fixed	8	N/A	N/A	1	N	Y
V8 Meeting Room	First	Fixed	8	N/A	N/A	1	N	Y
V6 Meeting Room	First	Fixed	6	N/A	N/A	1	N	Y
Boxer Meeting Room	First	Flexible	4	N/A	N/A	1	N	Y
Hangar Straight Boardroom	First	Fixed	15	N/A	N/A	1	Y	Y
Porsche Restaurant	First	Up to 100 covers	N/A	N/A	N/A	1	N	Y
Roof Terrace	Second	100 for reception						

Example of furniture dressing in the Porsche Restaurant ►









# **Meetings & Events**

## Event Management

Make the Porsche Experience part of your hospitality offering to clients, employees and friends. Available for small brainstorming meetings away from office distractions, to full company conference presentations, the Porsche Experience Centre is an ideal venue in which to make an unparalleled impression.

The contemporary style of the building with state-of-the-art facilities houses a total of seven enclosed meeting spaces, including a boardroom overlooking Silverstone's Hangar Straight and an 80 seater conference room, all complimented by the exquisite restaurant. An ideal venue for an unforgettable day.





# Test Tracks

A complex and interesting layout of corners and cambers using the natural topography of the land. We have created a series of tracks to challenge both car and driver that rewards good technique and skill. Using the latest technology and specially constructed surfaces we are able to replicate wet, ice and snow conditions.

Split into four defined areas, each allows a different aspect of road craft to be analysed, understood and mastered. With a self imposed maximum of 16 cars on track at any one time, this means you get the maximum time and space to explore the capabilities of track, car and driver without hindrance.

## 1 Low Friction



## 2 Handling Circuit



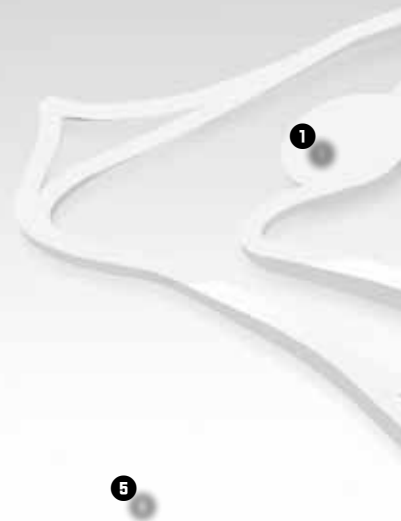
## 3 Ice Hill

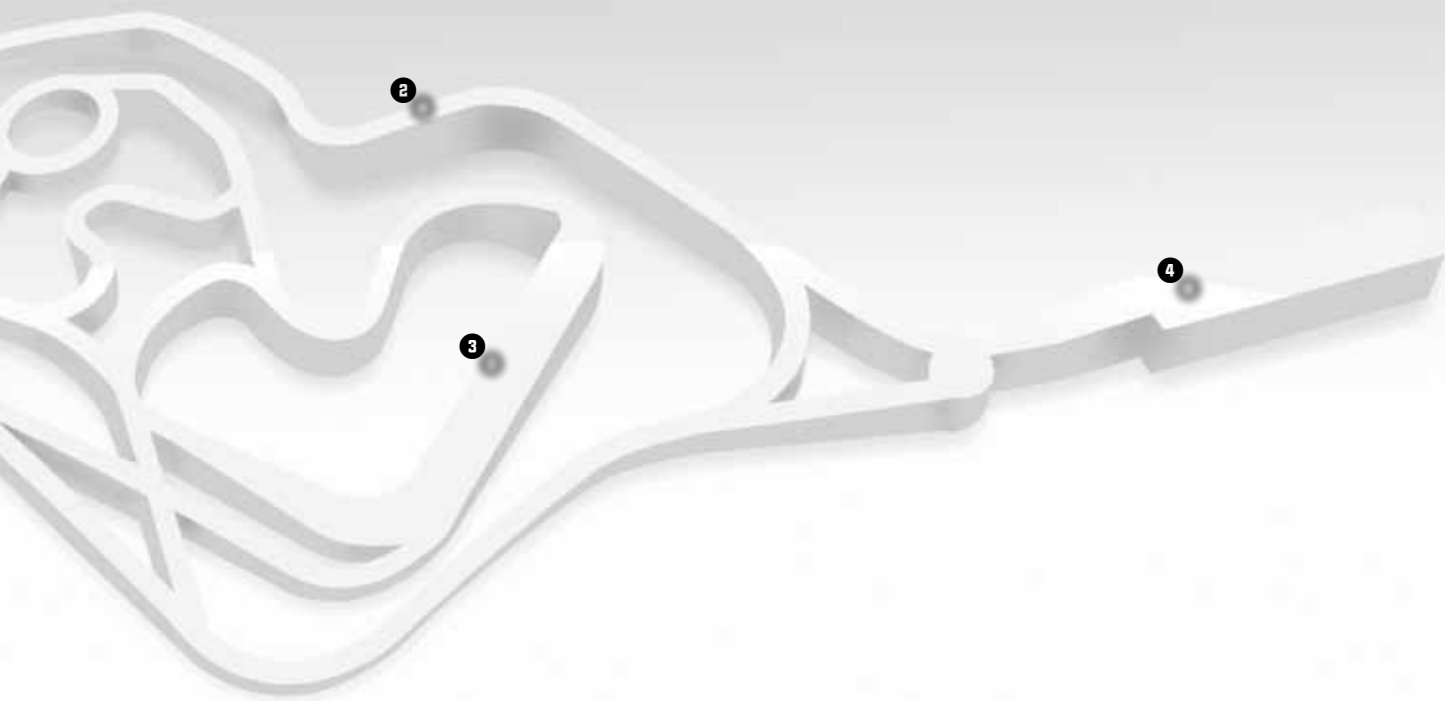


## 4 Kick Plate



## 5 Off Road











## Driving Experiences

The Porsche Experience Centre offers a wide range of unforgettable driving courses.

The dedicated Porsche Tracks provide a unique and challenging driving environment that allow the performance and dynamics of a Porsche car to be fully explored.





## Driver Training

Why not complement your meeting with an activity which is sure to make an impression with your guests?

The specially designed Porsche Tracks and off-road course provide five separate areas that can be used for driver safety training or team building events. Driving vehicles from the Porsche model range drivers will be given one-to-one tuition by our professional Porsche Driving Consultants.

Training programmes can be devised to improve the physical and mental awareness of, for example, sales teams on the road, whilst team events can be tailor-made to incorporate tuition on core driving skills with fun hands-on sessions on the Porsche Track and if required the Silverstone Circuit.

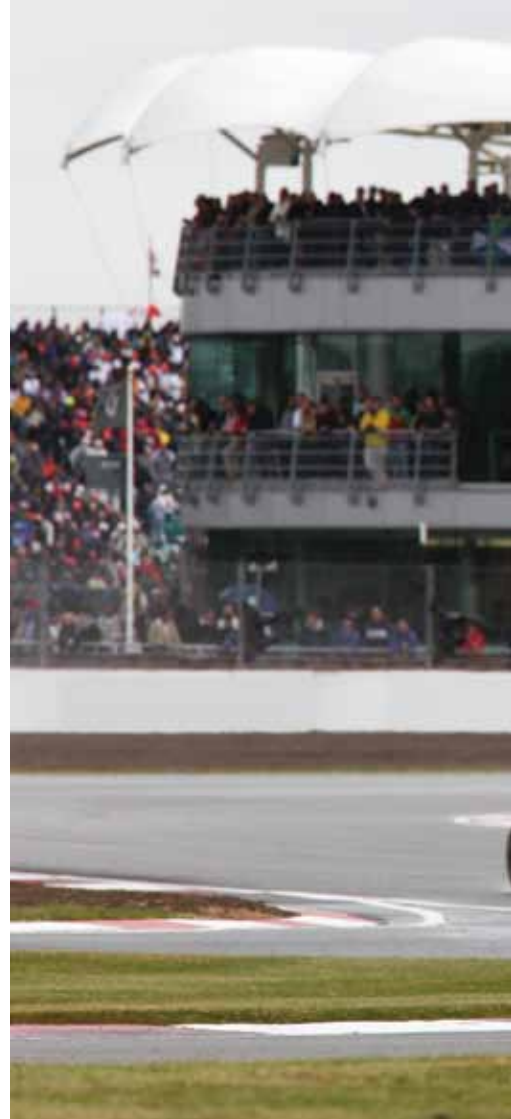
What better incentive than to drive an iconic 911 on the site of the British Grand Prix or experience a passenger lap in a brand new Porsche with a former Le Mans winner?

Bespoke training or activity programmes can be designed by our head Driving Consultant to suit your needs – just contact us to talk through your requirements.

## Porsche Hospitality

We can create a very special hospitality event for you based at our Silverstone Experience Centre. Exclusive use of this prestigious venue and all of the available facilities including our entire on-track offering, human performance laboratory, conference room, many breakout rooms and restaurant allow the tailoring of a unique and very special day.

For more information on upcoming events please visit [www.porsche.co.uk/experience](http://www.porsche.co.uk/experience)







# Porsche Travel Club

We prepare you to expect the unexpected.

Porsche Travel Club has put together a range of outstanding driver training courses for maximum enjoyment – on road, off road and on ice.

## **Camp4**

You can visit Camp4 and improve your driving skills at the Arctic Circle in Finland, namely at the Arctic Driving Centre or the Mellatracks Proving Ground. Take to the wheel of a 911 Carrera or Cayenne and hone your car control skills on ice and snow. Experience all types of potentially hazardous conditions including a black-ice slalom, off-road circuit and skid pad with the benefit of expert guidance from Porsche instructors.

## **Camp4S**

Once you have mastered the challenges at Camp4, you can go on to test your limits at Camp4S. On these courses, the training sections are even more demanding. Camp4S includes a quick recap of the basics, as well as detailed theory sessions and driving at higher speeds. Briefings are held on two evenings in preparation for the next day's driving.

## **Ice Force**

On a frozen lake 300km inside the Arctic Circle in northern Finland, you can develop your techniques and skills in icy conditions to master-level. Under the instruction of experienced tutors and in a safe environment, participants can explore the handling of selected Cayman and 911 models to their limits, learning how to control - and create - understeer and oversteer, with and without

electronic safety aids activated. Find out how to make a Porsche dance on ice.

## **Desert Camp Dubai**

For a complete contrast, you can put the Cayenne through its paces in the desert of Dubai. At Desert Camp Dubai, you will receive a brief introduction to desert driving on the sand dunes near Al Madam. After a practice session, follow an experienced guide on a desert safari through the seemingly endless dunes.







# PORSCHE DESIGN

## DRIVERS SELECTION

Clarity, excitement, precision – but you already know that from our sports cars. With an attention to detail, we have created individual accessories for creative drivers who wish to shape their own environment. Ordering items online from the Porsche Design Driver's Selection is a quick and easy process.

A selection of the latest range is available to view at the Porsche Experience Centre.



## Local Information

### Whittlebury Hall

Whittlebury Hall is only five minutes from the Porsche Experience Centre at Silverstone.

A range of accommodation is available at this four star hotel, and a wide choice of eateries including Murrays restaurant with two AA Rosettes.

[www.whittleburyhall.co.uk](http://www.whittleburyhall.co.uk)

### Aynhoe Park

Aynhoe Park is set in the quintessentially English village of Aynho on the Oxfordshire/Northamptonshire border. Just sixty miles from central London and a mere ten-minute drive from the M40. With a layout that could have been created with modern entertaining in mind, the house can play host to parties for as few as ten or as many people as you wish.

[www.aynhoePark.co.uk](http://www.aynhoePark.co.uk)

### Fawsley Hall ▶

With four AA Red Stars and three AA Rosettes Fawsley Hall is the ideal destination for guests wishing to explore Northamptonshire and Oxfordshire, Althorp, Warwick Castle and Blenheim or racing at Silverstone.

[www.fawsleyhall.com](http://www.fawsleyhall.com)



# How to book

## **Porsche Experience Centre**

For further information or to book please contact  
Porsche Meetings and Events on **08443 572 911**,  
Porsche Driving Experience on **08443 575 911**,

email **[drivingexperience@porsche.co.uk](mailto:drivingexperience@porsche.co.uk)**

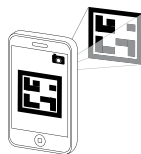
or visit us online at **[www.porsche.co.uk/experience](http://www.porsche.co.uk/experience)**

## How to use QR (Quick Response) codes

To activate the QR codes you will need an iPhone (3GS or later) or a smartphone with the Android operating system. We recommend a phone with a 2 megapixel camera or higher.



Select the respective application (QR reader) from your usual platform and upload it on to your smartphone (there are free reader apps).



Open the application on your smartphone and hold the camera exactly over a QR code on one of the pages of this brochure.



When the camera registers the QR code your smartphone will activate the link to the multimedia content.

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