



**PORSCHE**

## Dealer Application Data

Every applicant who is interested to be a Business Partner of the Porsche brand has the opportunity to apply on the official website of Porsche Korea Ltd (PKO). The website provides all the relevant information for the application process such as requirements, application form to download, location, deadline, etc. However, if a preferred location is not listed on the website, the applicant is able to apply randomly at any time to be considered for a potential location in the future.

### **Minimum Applying Qualification:**

When applicants are submitting their interest on the listed location(s), PKO will collect all application forms and will review them carefully, whether the forms are meeting the minimum requirements of PKO dealer application. The minimum requirements are as follows:

- a) Ability to inspire the confidence and trust in the Porsche brand, and have the intense desire to operate a Porsche Centre.
- b) Considerable experience of importing luxury automotive 4S (Sales, Service, Spare Parts, Used Car) dealerships and/or luxury goods retail experience.
- c) Thorough understanding of the automotive market and/or luxury good industry.
- d) Ensure the proposed land is on the main street, with excellent visibility and high traffic flow.
- e) Ensure the minimum land size / footprint / parking size for the Porsche Centre is according to PKO requirement.
- f) Ensure the official redline map and land parameters (including: plot ratio, density, green ratio, building height limit, setback, etc.) are available from the local planning bureau or written in land purchasing / leasing LOI from the local government for the proposed land.
- g) Ensure the main investor (namely as applicant) have a min. share of 51% and the remaining shares are within max. of 3 shareholders.

If you think you meet **all of the above conditions**, please proceed in our selection process. In order to have a better understanding of the applicant or the applicant company, please prepare all the required documents carefully, as they are the basis on which we will evaluate your application.

### **Required Documents for Application:**

- a) "Dealer Application Data" sheet (completely filled out)
- b) Company's Business license
- c) Introduction of the investor (applicant) and Investment Company, which should include background, automotive experience, retail experience, market analysis of the business area, motivation of joining Porsche Dealer Network and proposed land/location.

**Rules for Submission:**

- a) The email account dealer-application@porsche.co.kr is the official and the only email account for applicants or Investment Companies to communicate with PKO.
- b) All documents mentioned above must be submitted in both English and Korean version and submitted by your Company email account to dealer-application@porsche.co.kr.
- c) The completed application must include all the documents mentioned on our website and sent in PDF format.
- d) The core competence shall be evaluated and maximum 2 applications (2 cities) are allowed to submit per year by an applicant.
- e) Only applications directly submitted by the investor or investment Company will be considered. Applicants (investors) through agency or intermediary person will have a negative impact on the investor evaluation.
- f) Any changes in the applicant information (shareholding structure/company profile/business license, etc.) after your submission and during the applicant selection process, PKO should be informed in written via email (dealer-application@porsche.co.kr) immediately.
- g) Any inappropriate action/behavior or bribery (including any sort of gift) will lead to immediate failure.

Applicants may not be considered if any of the rules above aren't met. After submitting your application, please do not contact us or visit our office to inquire the status of the application. We will contact you if you are pre-selected as a candidate for the listed city in your application.

**Acceptance:**

Please be informed that by sending your application, you acknowledged the qualification and requirements listed here as the minimum requirements for your application. Furthermore, with the submission of your application, you agree the usage of provided information by Porsche Korea Ltd. and its mother company Dr. Ing. h. c. F. Porsche AG. Porsche Korea will select the most suitable applicant at its sole discretion.

<b>Contact Person</b>	
Submit Date	
First Name	
Last Name	
Address	
Email	
Company line	
Cell phone	
<b>Investor Company Information</b>	
Company Name	
Business Scope	
Brands in operation	
Owners (First Name, Last Name)	
Address	
Telephone	
Website	
<b>Application Information</b>	
Proposed Market Area	
City of Dealership	
Address of proposed Land for Dealership	

Please list the total number of dealerships **in operation** of which your applied company is the **main share holder** (shares  $\geq 51\%$ ):

Total number of dealerships in operation:

Please list the following dealership **in operation** of which your applied company is the **main share holder** (shares  $\geq 51\%$ ):

Lamborghini	Audi	Bentley	VW Import
BMW	Land Rover/Jaguar	Lexus	Infiniti
Mercedes-Benz	Ferrari/Maserati	Aston Martin	Rolls-Royce

No.	Brand	Dealership Name	City	Province
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Please insert columns and transfer into PDF format if needed