



P R E S S R E L E A S E

April 19 2017

For immediate release

LIVERPOOL ONE IN POLE POSITION FOR PORSCHE LIFE STORE

Grosvenor Europe (Grosvenor) today announced that Porsche has opened its Porsche Life installation on Liverpool ONE's Peter's Lane. The 3,000 sq ft pop-up will be open until June 4 2017.

The interactive store has been designed to immerse visitors in the Porsche brand. Gesture control screens reveal the world of Porsche and the store also includes an exploration of the 'Sound of Porsche', as well as various opportunities to experience the unique character of the company and its cars. In addition, the store provides visitors with insights into the iconic 911 coupe, the racing heart of Porsche through the 919 Hybrid LMP1 race car, and hints at the company's future with the Mission E car, the first all-electrically powered four-seat Porsche.

Porsche models on display include the new 911 GTS and the Macan S Diesel SUV, and visitors can arrange a test drive with the Porsche Centre Chester. With no sales process on-site, the concept is designed to be an urban meeting point for Porsche enthusiasts and a chance for people to experience the brand first hand.

Sitting alongside Beauty Bazaar Harvey Nichols, Michael Kors and Hugo Boss on Peter's Lane, Porsche Life features a living room, kitchen, lounge and home office, with each designed to indicate how visitors' lives with Porsche could look.

Commenting on the opening, Ragnar Schulte, General Manager, Marketing, Porsche GB, said: "Liverpool ONE is a great location and we are delighted to have opened Porsche Life on Peter's Lane. The Pop-up Experience offers every visitor

the opportunity to explore first-hand the stories and legends that underpin the Porsche brand.”

Alison Clegg from Grosvenor Europe, added: “Porsche’s selection of Peter’s Lane for Porsche Life highlights Liverpool ONE’s cachet amongst some of the most highly regarded premium brands in the world. This exciting concept provides an experience that, whilst quite different to anything else in our retail and leisure line-up, is complementary to the critical mass of aspirational brands on Peter’s Lane.”

British Porsche factory race driver and 2015 Le Mans 24 Hours winner, Nick Tandy, will be supporting various activities around the pop-up experience on selected dates.

Liverpool ONE and Porsche both dealt direct.

Ends

For further information, please contact:

Nick Thornton at Aver on 07808940208, or via email at nickthornton@aver.uk.com or Amy Cassidy at Aver on 07786025417, or via email at amycassidy@aver.uk.com

Notes to editors

Liverpool ONE

Liverpool ONE is Grosvenor Europe’s unique retail and leisure destination at the very heart of Liverpool. Its virtually invisible boundaries connect the city with the impressive waterfront and the inspiring architecture of the commercial district.

Spread over three levels, Liverpool ONE is the region’s destination of choice for consumers and brands alike. Its offer includes over 170 leading UK and international retailers, including Michael Kors, Zara, John Lewis, Beauty Bazaar Harvey Nichols, Ted Baker and Reiss. They are complemented by a series of distinct dining destinations, with Busaba, Wahaca, Roxy Ball Room and Reds True BBQ all joining Liverpool ONE’s line-up in the last six months.

Grosvenor Europe’s proactive asset management has led to 20 brands committing in the past year and Liverpool ONE delivering significant sustained growth since opening. Footfall and sales, for example, have increased by 5.5% and 8% respectively per annum since 2008.

Grosvenor Europe

Grosvenor Europe invests, develops, operates and manages real estate assets and funds, with a focus on six European cities: Paris, Lyon, Stockholm, Madrid, Milan and Liverpool.

We draw on Grosvenor Group's 300 years of experience in real estate and have a long term view of investments, which we manage vigorously to ensure we continually add value. Utilising the knowledge of our local teams, we strive to bring our 'Living cities' philosophy to life, creating places that are economically, socially and environmentally sustainable.

We employ over 70 real estate professionals with local knowledge and expertise, providing international partners with access to local European markets. We seek to develop and maintain long-term relationships with our investment and development partners and with the communities in which we work.

Previously known as Grosvenor Fund Management, as at 31 December 2015 we had £3.5bn / €4bn of assets under management, including a portfolio of historical buildings in the heart of Lyon's city centre in France, Liverpool ONE in the UK and Skärholmen Centrum shopping centre in Stockholm.

For more information visit the website www.grosvenor.com [@GrosvenorEurope](https://twitter.com/GrosvenorEurope)