

# TECHART

## PRESS INFORMATION

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Leonberg, May 12<sup>th</sup>, 2022

### **TECHART launches exclusive flagship showroom in India.**

**TECHART enters the Indian market with its first flagship customer experience showroom in Bengaluru. Further expansion plans for TECHART India into Northern and Western regions are in place to strengthen its unique position as the premium refinement brand for Porsche owners and enthusiasts worldwide.**

TECHART's new fully-fledged flagship showroom in Bengaluru offers a state-of-the-art customer experience for clients across India by providing a complete bandwidth of TECHART products and services, such as tailor-made TECHART vehicle conversions, genuine carbon fiber trims, performance upgrades and finest handcrafted interiors. TECHART's refinement programs range across the Porsche Boxster, Cayman, 911, Taycan, Panamera, Macan and Cayenne generations.

Bengaluru is known as the country's sportscar hub and a trend setter hot spot for customized, high-performance vehicles. With the introduction of TECHART India, the German premium individualization brand is poised to position itself as the leading refinement brand for Porsche owners in the region. The vehicle lineup at the launch event included the TECHART GTstreet R based on the Porsche 911 Turbo S (991 series) with a bespoke interior as well as a fully TECHART refined Porsche Macan.

"We are incredibly excited to bring TECHART to the Indian market. Individuality is ingrained in our DNA and an essential part of our core philosophy. TECHART provides a world of individualization to Porsche enthusiasts, with products and services further accentuating the sporty character and appearance of any Porsche model. Our investment is a strategic step with India being one of the future key markets for individualization and refinement. Ultimately, we enable our customers to showcase their personality by truly making their Porsche a one-of-a-kind model, thanks to unique styling options combined with athletic performance.", states Tobias Beyer, Chief Executive Officer at TECHART Automobildesign GmbH.

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Customers and fans can build the newest GTstreet R and other TECHART conversions in real-time 3D with TECHART's Online Configurator at <https://configurator.techart.de>. After choosing the base model, body color, aerokit, wheels, exterior styling, carbon fiber trims, and much more can be configured in detail, even the color of selective bodykit parts can be defined. The user can switch the view from the TECHART individualized model to the standard vehicle and back again at any time during the configuration.

All TECHART parts are engineered and designed in Germany and produced to the brand's highest quality OEM standards. The extraordinary quality level is backed by warranties. The TECHART PROTECT Warranty for individualized new and pre-owned Porsche vehicles is available in 50 countries and purpose-made for the customer-owned Porsche model and provides comprehensive cover for all possible contingencies.

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### **TECHART Automobildesign. The Brand. The Company.**

TECHART Automobildesign GmbH, with its headquarters in Leonberg near Stuttgart, sets global standards in terms of premium refinement for Porsche cars. Founded in 1987, TECHART has been living this passion for over 30 years. With consistent implementation of own ideas and developments, high quality standards and continuous brand development, the company became an internationally renowned trademark with sales partners all over the world.

TECHART's product range offers refinement options for any Porsche model and every section of the vehicle: aerodynamic improvement and exterior styling, technical optimizations such as engine powerkits, exhaust systems, wheels, suspensions or assistance systems, as well as bespoke interior personalization, manufactured by TECHART's inhouse saddlery and upholstery shop.

Approved as an internationally registered vehicle manufacturer and certified as Authorized Economic Operator (AEO-F) by the European Union, TECHART is the premium brand for the refinement of Porsche cars worldwide.

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