



## Welcome Porsche Irvine, the latest sponsor to join the Porsche Owners Club.

I can't tell you how pleased I am to announce Porsche Irvine as our new POC Sponsor.

When I first met with Kjell Schei, his reaction to our proposal was instantaneous and without reservation. And for this, we need to make sure we give Porsche Irvine our complete support.

When we did our member demographic survey earlier this year, 84% of our Members said they would agree to get a quote from a Porsche dealership that is a POC Sponsor and 98% said they would buy from a Sponsor who would match a price from another source.

We now have an enthusiastic Porsche Dealership Sponsor who will probably become the largest Porsche dealership in the U.S. and who wants to be a great supporter of the POC.

They will give us great service and great prices.

When you're in the market for a new or used Porsche, as a POC Member this is the place to go.

*John Payne  
Porsche Owners Club  
Manager, Advertising and  
Sponsorships*



## Excellence Has Found a New Home Porsche Irvine

As General Manager of the newest Porsche store in California and as a GT3 owner and aficionado, I am very pleased that Porsche Irvine is now a Porsche Owners Club Sponsor. I'm looking forward to attending and possibly participating in some of your excellent events.

We have a lot in common, the three of us, since the POC, our dealership and the Porsche brand all symbolize the very best in our respective areas.

AutoNation, the largest retailer of automobiles in the U.S. and an innovator who is constantly striving to improve the automobile buying experience has established Porsche Irvine with the goal of becoming the largest Porsche dealership in the U.S. It is my job to make that a reality and our association with the Porsche Owners Club is an important step for us in helping to achieve that goal.

Whether you have a need for service, parts or the purchase of a new or pre-owned Porsche, you can expect the highest level of service from our experienced staff and we will work hard to exceed your expectations. We will also provide POC Members with a 10% discount off the cost of all parts and service.

So, please stop by and see our new facility. We are excited to be in this partnership with the POC and would love to get acquainted with you.

Cordially,

Kjell Schei, General Manager  
Porsche Irvine



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**PORSCHE**  
Porsche Irvine