



**PORSCHE**

## Supercar, Super Finish

The new Porsche dealership in central Hamburg provides customers with the high-level comfort, convenience and safety associated with the brand.

A striking new complex is being erected in Hamburg city centre, which includes the Porsche Center Hamburg Alstergate, due to open this spring. Hamburg is a leading Porsche stronghold, reputed to have the highest density of Porsche owners in the world, with a 0.8% quota of the city's car population and nearly 1,000 vehicles a year sold regionally since 2014.

Covering almost 8,000m<sup>2</sup> of land, the Alstergate plot has over 200 parking spaces, including an underground car park with valet parking service. Attending to the growing Porsche model range, the building will have four new charging points for electric and hybrid vehicles and will be one of the few German competence centres for the 918 Spyder supercar and Carrera GT. Along with the new building, Porsche's workforce in the region is set to grow to 115 employees.

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Such a prominent Porsche dealership in northern Germany's foremost metropolis demands extraordinary standards from the construction and décor contractors entrusted with the project. Applicators Strahl, Reinigungs & Anstrichtechnik of Kiel, with whom Hempel already has long-standing commercial relations, were required to produce the extra smooth surface finishes sought by the designers. Furthermore, public safety is an inherent factor that has to be considered in all aspects of construction, so applicators chose to apply Hempacore One as the intermediate coat on ready-primed steelworks, prior to finishing with a topcoat of our Hempthane 87481 enamel.

Both Hempacore One 43600 and its fast-drying 43601 version provide up to 120 minutes retardation in the event of fire, a factor of great importance in buildings designed for public access. Significantly on this occasion, Hempacore One does not just offer excellent passive fire protection but also certain additional features of great value to designers and applicators alike. The fact that its full fire retardant properties can be achieved with much lower layer thicknesses makes for speedier work and also more natural aesthetics on visible steelwork. Lower layer thickness naturally means less paint consumption, thus allowing project managers to make significant savings.

Porsche's new state-of-the-art centre in Hamburg underlines the company's values of Tradition & Innovation; Performance & Practicality; Design & Functionality; and Exclusiveness & Social Acceptance and the professional application of Hempel coatings help to uphold and enhance those same values.



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