

Downtown Liverpool In Business

DLIB

“Keep Porsche In Liverpool” Says Downtown 30th January 2004

Downtown Liverpool are calling on the city’s regeneration agencies to do all they can to retain a Porsche car dealership in Liverpool.

The prestigious car company has to move from its current Derby Road site by the end of 2004, and despite months of exploration and negotiation, they have been unable to identify a suitable alternative showroom location within Liverpool.

Downtown Chairman Frank McKenna explained:

“Porsche are desperate to maintain their presence in this City, but despite their best efforts, they have been unsuccessful in finding a place here where they can relocate.

“The company needs a space of between 1.2 and 1.4 acres for a quality showroom that will provide up to 40 jobs.

“There are only 32 Porsche dealerships in the whole of the UK, and it is a testament to Liverpool’s new found confidence and improving image that such an exclusive brand is so keen to stay here.

“Manchester, Edinburgh and Glasgow all have Porsche showrooms, and it is essential that the powers that be do what they can to assist the company to identify an appropriate Liverpool site.

“As the Capital of Culture, Porsche is the type of brand that must be in Liverpool.”

Downtown has already approached Liverpool Land Development Company for help, and other public agencies will be contacted this week.

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For further information contact Frank McKenna Tel. 0151 227 1633