



WHEELS UP TEAMS UP WITH PORSCHE CARS NORTH AMERICA

News / Business aviation



Wheels Up, the leading brand in private aviation, announced a new collaboration today with Porsche Cars North America (PCNA), offering Wheels Up Members and Porsche drivers access to the most sought-after transportation and lifestyle experiences.

Two brands that are renowned in their space have joined together to create luxury lifestyle benefits both in the air and on the ground. Wheels Up Members will have access to exclusive benefits from PCNA to its on-demand vehicle subscription and rental program, [Porsche Drive](#), in select cities by waiving the \$595 activation fee for the subscription offering, along with taking 10% off short-term rentals (participating cities can be viewed [here](#).) Wheels Up Members will also receive invitations to bespoke events, races, and lifestyle experiences curated by PCNA. In turn, Porsche owners will receive special pricing on Wheels Up Core and Connect memberships and premiere hospitality services which grants access to the Wheels Up Program Fleet, comprised of over 1,500 safety vetted and verified partner aircraft.

In addition to the cross-platform membership benefits, Wheels Up and PCNA will now offer the most comprehensive and seamless private transfer solution between commercial and private aviation. Wheels Up Members and flyers will have access* to Delta VIP Select services featuring Porsche vehicles for transfers to and from Wheels Up flights when also flying Delta Air Lines as part of their journey. Passengers will have access to Delta VIP

Select services in Atlanta, Detroit, Los Angeles, Minneapolis, New York, Salt Lake City, San Francisco and Seattle.

"We are excited to partner with Porsche-- one of the world's most iconic automotive brands— and offer exclusive benefits for our Members," said Lee Applbaum, Chief Marketing Officer at Wheels Up."Our Members now have the ability to elevate their travel experiences while traveling both in the air or on the ground. This collaboration directly supports our positioning as a luxury lifestyle brand, and our dedication to deliver bespoke, world-class programs for our Members."

"Porsche is thrilled to offer Wheels Up Members and Porsche owners benefits that complement and enhance their shared expectation for money can't buy experiences," said Pedro Mota, VP of Marketing for Porsche Cars North America. "The collaboration with Wheels Up allows us to create exclusive offers that will mutually delight Wheels Up Members and Porsche owners."

The SPAC merger between Wheels Up and Aspirational Consumer Lifestyle (NYSE: ASPL) is expected to close on July 13th. The Company recently announced record revenues of \$261.7 million for Q1 of 2021, up 68% from the prior year and had a 56% increase from the prior year in active members, totaling 9,896 Core and Connect Wheels Up Members.

10 JULY 2021

ARTICLE LINK:

<https://50skyshades.com/news/business-aviation/wheels-up-teams-up-with-porsche-cars-north-america>