



The all-electric Porsche Taycan launches in Korea with a breathtaking hologram show

28/11/2020 Porsche's first all-electric sports car, the Porsche Taycan, has been unveiled in Korea with a spectacular hologram display.

The futuristic light show, which was designed by experts in kinetic art to highlight the car's design credentials and state-of-the-art technology, saw the Taycan 4S take centre stage at the Porsche Taycan Arena in Garosu-gil in Seoul, in front of journalists and VIPs.

In the weeks running up to the launch, a Horse Hologram Project has been running, with members of the public treated to holograms of horses running through the streets in a play on the origin of the name, Taycan – which can be roughly translated to mean “soul of a spirited young horse”.

At the Porsche Taycan Arena, which was designed with a “universe” theme, special performances are taking place until 30 November, with a warp tunnel and sound zones among the highlights. The digital

displays aim to emphasise the main features of the Taycan – from its breath-taking performance to its sustainable credentials.

Holger Gerrmann, CEO of Porsche Korea, said: "We are very pleased to introduce the Taycan, the brand's first pure electric sports car that sets the standard for future sports cars and that marks the opening of a new era for Porsche in the Korean market.

"We plan to further strengthen Porsche's electric sports car portfolio by sequentially introducing the Taycan Turbo S and the Taycan Turbo in 2021, starting with the official launch of the Taycan 4S into the new Porsche electromobility era."

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (2023)

Fuel consumption / Emissions

WLTP*

Electric power consumption* combined (WLTP) 23.6 – 20.2 kWh/100 km

CO emissions* combined (WLTP) 0 g/km

CO2 class A Class

Taycan 4S (2023)

Fuel consumption / Emissions

WLTP*

Electric power consumption* combined (WLTP) 24.1 – 19.8 kWh/100 km

CO emissions* combined (WLTP) 0 g/km

CO2 class A Class

Taycan Turbo S (2023)

Fuel consumption / Emissions

WLTP*

Electric power consumption* combined (WLTP) 23.4 – 22.0 kWh/100 km

CO emissions* combined (WLTP) 0 g/km

CO2 class A Class

*Further information on the official fuel consumption and the official specific CO emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel

Consumption, COEmissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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