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PLAYMOBIL: THE MOVIE – Rex Dasher drives the Porsche Mission E

Electric secret agent car: the Porsche Mission E sports car has a role in the new animated family film from Playmobil.



The concept car is the prototype for the first all-electric Porsche, the Taycan, which will be launched in September. In the movie, the character of secret agent Rex Dasher drives a white Mission E. The German premiere will take place in Munich on August 4. The film will then open in cinemas throughout Germany on August 29.

This is the first film project of Porsche and Playmobil, who have been jointly developing play sets and collaborating in the field of marketing since 2014. "Porsche was Playmobil's first licensed product. Since then we have brought out a carefully designed new set every year, each of which has been enthusiastically received by children, teenagers and their parents," says Kjell Gruner, Head of Marketing at Porsche AG. "This successful cooperation will now be crowned by a movie." With the matching play set, the companies will also present the first remote-controlled Porsche from Playmobil.



In the movie, the Mission E is driven by secret agent Rex Dasher



Secret agent Rex Dasher drives a white Mission E

The Porsche Museum will screen PLAYMOBIL: THE MOVIE at 11.00 am and 3.00 pm on August 10 and 11 as part of the Porsche4Kids summer holiday programme. There will be an autograph session and an opportunity to meet the mascots Rex Dasher and Tom Targa. The holiday programme will run from August 3 to 25 and is aimed at children aged between five and 14 years-old. Among other things, it includes various play stations and a Playmobil photo workshop.

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