

Porsche promotes digital media in Chinese

This article reflects the status at the time of its publication. The content may since have become outdated.

13/02/2018 With immediate effect, Chinese-speaking journalists and social media influencers will also have the opportunity to learn about Porsche online at first-hand in their native language.

“Porsche stands for transparent, up-to-date and contemporary communication”, says Josef Arweck, Vice President of Porsche Communications. “The Newsroom is the ideal instrument for this”. The portal combines elements of a corporate blog, online magazine and social media hub and makes it easier to research and access Porsche topics. For more than three years, the Newsroom has been a resource where media professionals can find ideas for articles, reports and commentary. The Porsche magazine Christophorus has been well-established among customers and fans of the brand for some 66 years. It is now published worldwide in twelve languages, including a freely accessible digital magazine in Chinese.

Newsroom expanded to include a Chinese language version

After a facelift and the introduction of new features during 2017, it is now time for the next enhancement: A new language version now opens up the contents of the Porsche Newsroom to Chinese-speaking users as well. At newsroom.porsche.com/cn, interested parties can find both global and market-specific news and background reports. Other language versions will follow in 2018.

Porsche magazine *Christophorus* as a free website and app

For all Chinese fans and lovers of the brand, Porsche has recently added articles from its renowned *Christophorus* magazine to its digital portfolio: Intricately produced reports, entertaining portraits and exclusive photos and videos about the worldwide Porsche community can be found at christophorus.porsche.com/zh. All content is freely accessible and is also available via the free *Christophorus* mobile app for smartphones and tablets. The app for iOS and Android systems can be downloaded from the respective stores.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-newsroom-china-chinese-digital-online-media-communication-christophorus-website-app-14824.html

Media Package
https://pmdb.porsche.de/newsroomzips/0e1d1483-aacb-4897-9da0-03f47715352d.zip

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