



Porsche promotes digital media in Chinese

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

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