How a Porsche appears in the media

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03/08/2016 If a journalist wants to write about a new car, then it goes without saying that they will want to test drive it first. That's why Porsche regularly invites journalists to press test-drive events. The most recent event was for the 718 Cayman.

There is no shortage of articles for anyone wanting to read about the mid-engine sportscars from Zuffenhausen. For example, Car and Driver calls the new Cayman "more responsive and agile than a base Carrera", TopGear praises the brakes to be "astonishing" and The Dispatch Weekly is very taken with the "confidence inspiring passing power and superior drivability in any situation". But where do journalists actually go to gain these insights?

One such place is Scandinavia, where Porsche spent nearly two weeks presenting its new sportscar to representatives from the world's press. The editors and bloggers test the cars, talk to Porsche series experts and then write their stories about the new car.

The Porsche Newsroom attended the latest press test-drive event so that it could look over the journalists' shoulders. So how does the new 718 Cayman S feel, with its 257 kW (350 hp, combined fuel consumption 8.1 – 7.3 l/100 km; CO_2 emissions 184 – 167 g/km) and 420 Nm of torque? Here are the answers:

Of course there have been more journalists in Sweden in order to test the new Cayman. Here are some of their reactions:

Porsche 718 Cayman test runs in Sweden

Link Collection

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https://newsroom.porsche.com/en/products/porsche-718-cayman-press-media-sweden-2016-12705.html

Media Package
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