

Porsche to display Mission E concept in Sydney

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13/10/2018 Porsche Cars Australia is showing its all-electric Mission E concept car as part of a brand pop-up display that has just opened in Barangaroo, Sydney.

The 'Future Lab' allows visitors to get up close and personal with Porsche's history and future with a 1962 Porsche 356 on display alongside the Mission E concept.

Visitors have the chance to explore the brand's heritage via an interactive multimedia display and discover the future of Porsche through augmented and virtual reality experiences.

The Future Lab, open to the general public from 8-21 October, immerses visitors in 'Porsche e-performance' technology as the brand prepares to launch its first all-electric sports car, the Taycan, in Australia in 2020.

The Taycan will feature two permanently excited synchronous motors (PSM) with a system output of over 600 hp (440 kW) accelerate the electric sports car to 100 km/h in well under 3.5 seconds and to 200 km/h in under twelve seconds. This performance is in addition to a continuous power level that is unprecedented among electric vehicles: Multiple jump starts are possible in succession without loss of performance, and the vehicle's maximum range is over 500 km*.

The Future Lab will also host a series of special speaker events, free to the public, featuring Australians in the fields of electro-mobility, social trend forecasting, design, and motorsport. Creative minds can let their imagination flow in the design corner and share the latest Porsche inspired designs via the hashtags #porschetracks and #porscheaustralia.

“Porsche is very excited to give Australians the first close-up look at the ‘Mission E’ concept study,” said Porsche Cars Australia Director of Marketing and Motorsport, Toni Andreevski.

“The Porsche Future Lab, which is open to the general public, shows Australians that the future of mobility is one step closer with the arrival of the first purely electric Porsche, the new Taycan, in 2020.”

Link Collection

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https://newsroom.porsche.com/en/products/porsche-cars-australia-mission-e-barangaroo-sydney-pop-up-opening-future-lab-electric-sports-car-electromobility-concept-study-e-performance-356-16241.html

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