

Exclusive and individual

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09/06/2017 The 911 Turbo S Exclusive Series from Porsche is a strictly limited small series. The new model is accompanied by an innovative and interactive online campaign.

Limited to just 500 models, the 911 Turbo S Exclusive Series offers increased performance as well as visual highlights, from its unique design and higher-quality materials to its luxurious details. Featuring a host of carbon components and exclusive Gold-Yellow Metallic paintwork, this is a truly unmistakable vehicle (all information about the 911 Turbo S Exclusive Series is available here).

Interested customers can now take an individual look at many of these details in a web special that is every bit as exclusive as the special model itself. To mark the launch of the new small series, the sports car manufacturer will present a model from the 911 Turbo S Exclusive Series in the Porsche Museum forecourt until July 9. The car is accompanied by two industrial robots, each of which is fitted with a camera.

Gallery

Users are able to control the robots themselves at www.porsche.com/specials/en/international/911-turbo-s-exclusive-series. If they want to gain a quick overview of the vehicle's highlights, they can also view predefined hot spots and follow automated camera movements. A virtual game pad provides intuitive control.

All users need to do is register beforehand on the microsite. Each person who registers has one five-minute slot, and the pictures will be broadcast live around the world. Visitors to the Porsche Museum can also watch the broadcast in real time on a screen in the forecourt.

Link Collection

Link to this article
https://newsroom.porsche.com/en/products/porsche-911-turbo-s-exclusive-series-limited-online-campaign-robots-13811.html

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