

The Porsche Finder: online vehicle search tool now available in Germany

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06/11/2018 A quick and simple solution for all Porsche customers who don't want to wait too long for their dream car: they can now use the online Porsche Finder to find out straight away whether the vehicle with the equipment and extras they want is available in either a new or used vehicle.

The Porsche Finder allows dealers to present their vehicles to maximum effect, adding large-format photos, prices and comprehensive lists of technical data and on-board features.

The new application, which is available on the Porsche website, now includes a simple search function for criteria specific to Porsche, too: as well as being able to filter by model (such as the Targa or Sport

Turismo), customers can search directly for vehicles with special features, such as cars equipped with Porsche ceramic composite brakes (PCCB). It also means customers are able to select a vehicle bearing the “Porsche Approved” quality label. Hundreds of cars are now listed on Porsche Finder for customers in Germany to browse through.

“The new, comprehensive online vehicle search tool is a key part of our Strategy 2025 and the basis for the sale of vehicles online through dealers of our brand,” states Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche.

The new application, which has already gone live in 79 markets, will completely replace the current search tool for used cars and can be used in full on all end devices (including smartphones).

https://finder.porsche.com

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