

1,000th Norwegian Taycan customer received his car

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09/11/2020 Since 1997, Porsche is selling its cars in Norway through the importer Autozentrum Sport AS – Traditionally, it has always been a relatively small market for the sportscar manufacturer from Zuffenhausen. Some hundred cars per year were handed over to customers. With the all-electric Taycan, this is about to change significantly.

In the beginning of November, the 1,000th Taycan customer in Norway picked up his new car. The launch of the electric sportscar has led to a doubling of Porsche sales this year in the Scandinavian country compared to the same period in 2019.

Pick-up of the 1,000th Taycan in Norway

The customer Thomas Røed received his Taycan at Porsche Center Oslo. "My focus is not on driving as fast as possible on the track, I am more a touring man. The everyday joy of driving is most important to me. So, I feel at home in the term car enthusiast," says Røed. "It is my fifth Porsche, so I expect to see the same driving characteristics as from my previous Porsches. I hear that the Taycan performs well, so I really look forward to the first drive that goes up to the mountains."

Thomas Røed and his new Taycan

Porsche AG has set itself the goal that more than half of all new cars delivered to customers will be on electric drivetrain by 2025. “Since 2017, the share of battery electric vehicles has more than doubled in Norway and is today at nearly 50 percent. Thanks to our consequent electrification strategy, we see an interesting volume potential in the market – and this not only in 2020,” says Barbara Frenkel, Vice President Region Europe at Porsche AG. “The Norwegian government is supporting electric mobility with a tax system that encourages choosing electrified cars, a great charging infrastructure and other measures. All this led to a great headstart of the Norwegian market on the way to emission-free car traffic. We want to be part of this with our great electrified sportscars."

The first all-electric sportscar Taycan is available in the European markets since spring 2020. In October, the model year changeover brought about numerous new features. For example, the new Plug & Charge function enables convenient charging and payments without the need for cards or an app: insert the charging cable and the Taycan establishes encrypted communication with the Plug & Charge-compatible charging station.

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Consumption data

Taycan Turbo (Predecessor model)

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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