

Autobots rolled out alongside the U.S. debut of the Vision 357 and a Swan Car: Porsche creativity made a return to SXSW®

20/03/2023 Spotlighting one-of-a-kind collaborations, Porsche's return to South by Southwest® was led by the public debut of Mirage – from the upcoming Paramount Pictures film Transformers: Rise of the Beasts.

South by Southwest® celebrates creativity in all its forms – from new tech to films to music – meaning it's an ideal venue for Porsche to reveal its latest creative endeavors. Highlights included Mirage and two 20-ft. statues of Optimus Prime and Optimus Primal from the upcoming Transformers: Rise of the Beasts movie, joined by the incredible Vision 357 design study – making its U.S. debut – and inspiring works of automotive art by Daniel Arsham, Vexx and Chris Labrooy.

Porsche returned for its second year to the festival, which attracted tens of thousands of professionals to Austin, Texas. The exhibit ran from March 10 to 14 in downtown Austin (400 Congress Ave.), highlighting unique and bold designs, but also numerous panel discussions centered on collaborations

with partners like Paramount Pictures, FaZe Clan, Up.Labs and Hodinkee.

“Porsche X – Collaborations Unseen” was the title of the installation just a few blocks from the Austin Convention Center. Once inside, guests found themselves immersed in an intimate environment among some of the most exciting collaborations from the Porsche design team and its partners. Rooted in the Porsche spirit of being "Driven by Dreams," the exhibit was designed to connect dreamers across disciplines.

Prominent art cars

In the leading role, ahead of its release in cinemas June 2023, the brand debuted Mirage, a legendary Porsche 911 Carrera RS 3.8, from Transformers: Rise of the Beasts. Returning to the action and spectacle that have captured moviegoers around the world, Transformers: Rise of the Beasts and Mirage, the Porsche 911 Carrera RS 3.8, will take audiences on a ‘90s globetrotting adventure with the Autobots and introduce a whole new faction of Transformer – the Maximals – to join them as allies in the existing battle for Earth.

Guests also enjoyed the first U.S. presentation of the Porsche Vision 357, the 75th anniversary concept car that paid homage to the very first Porsche sports car: the 356. Alongside the 357 sat the Porsche Vision Gran Turismo show car, the first concept car from Porsche that was developed specifically for use in the new Gran Turismo 7 on PlayStation 4 and 5 and designed by Belgium-based artist Vexx. Rounding out the exhibit were two prominent art cars: the Chris Labrooy: 996 Swan CarandDaniel Arsham 928 Nebula Car, which was publicly shown for the first time at SXSW.

The program on the Porsche X – Collaborations Unseen exhibition floor was complimented by musical performances and creative workshops from music to film to tech as well as gaming. Musical highlights included evening performances by artists such as Madison McFerrin, MorMor, Big Boi, Sudan Archives, Kelela and Sadie.

“Pushing the bounds of innovation, tech and design are core to Porsche’s DNA,” said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. "The ability to innovate is one of the intangible benefits for all attendees when we come together in these creative spaces.”

“At SXSW this year, we wanted to focus on the power of collaborations," said Robert Ader, Chief Marketing Officer (CMO) at Porsche AG. “Collaborations are one key to shape the future positioning of our brand. They open new perspectives for us and uncover new creative facets of Porsche. SXSW is the perfect place to explore new horizons for Porsche together with the creative crowd."

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas,

SXSW is best known for its conference and festivals that celebrate the convergence of tech, film and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film screenings, exhibitions, professional development, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. For more information, please visit sxsw.com.

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Jade Logan

470-449-3805
jade.logan@porsche.us

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