

Floral Porsche Taycan in the Gardens by the Bay

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12/07/2021 The famous Gardens by the Bay in Singapore is set to be electrified by Porsche, as the official automotive partner for an exhibition called: “Dale Chihuly: Glass in Bloom”.

The partnership is an important part of the company's continued commitment to bring together enthusiasts who share an appreciation for creativity, giving customers and new audiences alike a platform to understand the art of sports cars beyond the conventional need for speed. Taking centre stage is a Taycan Artcar, wrapped with vibrant livery featuring elements from the award-winning “Persians” series of the American glass artist Dale Chihuly. Set against the futuristic backdrop of the so-called “SG50 Lattice” within the Bay's lush South Garden, the exclusive display is a striking composition of emotion, history, and innovation.

“We see the ASEAN markets as an important growth region for Porsche and we want to use

partnerships like these to position our brand and products in a particularly emotional environment," says Matthias Becker, Vice President Region Overseas and Emerging Markets at Porsche. "The Taycan is already very well received by customers in Southeast Asia and Singapore and I am sure that we will win further new fans of the electric sports car with this special setting." Immersed in Chihuly's first major garden exhibition in Asia, Porsche will introduce a special driving experience. Over a two-week period from 12 July, invited guests will be offered the opportunity to take the Taycan on a test drive around the vibrant horticultural oasis in the heart of Singapore.

Ongoing great development in the region

Porsche Asia Pacific just shared a record performance in the first half of 2021, with 87 percent sales increase compared to the previous year and 47 percent of all sports cars delivered being either fully electric or plug-in hybrid vehicles. 70 percent of customers who took ownership of the all-electric Taycan were completely new to Porsche, testament that the initiatives that the company introduced to accelerate in the age of electric mobility are quickly gaining traction.

Porsche has been significantly boosting its electric mobility offer in Southeast Asia, as reflected in the recently announced implementation of Southeast Asia's first cross-boundary high performance charging (HPC) network in partnership with Shell, offering the highest charging capacity across Singapore and Malaysia with 180 kW direct-current (DC) chargers. Porsche also announced further locations as part of its growing Porsche Destination Charging network.

The brand's retail footprint has also been evolving to meet the changing consumer needs in this area, too. In March, Porsche opened a new Porsche Studio in Vietnam's capital, Hanoi. At this new urban format, visitors can experience the sports car brand in a contemporary, boutique-like atmosphere with a lifestyle focus. In addition to displaying the latest additions to the model range, the Porsche Studio includes a dedicated space for creative exhibitions by local artists that also reflect the innovative spirit of the sports car brand. New urban retail formats are also currently emerging outside Southeast Asia in many worldwide countries.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

Consumption data

Taycan with Performance Battery (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).

Video

https://newstv.porsche.com/porschevideos/184419_en_3000000.mp4

Link Collection

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External Links
https://www.chihulyinbloom.com/

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart