

Phones Off. Engines On. #GoneDriving

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26/06/2019 A journey back to the bare essentials: four influencers take a digital detox road trip with the Porsche 718 T Models.

Escape the hustle and bustle of daily life, disconnect and downshift: four influencers took this mantra to heart on a recent “digital detox” road trip. Musician Alvaro Soler, car photographer Oskar Bakke, travel blogger Sorelle Amore and Porsche owner Kyoko Yamashita took the new 718 T models for a ride along the Portuguese Algarve Coast. The rules were simple: no smartphones, no distractions – simply focus on the present and the pleasure of driving in its purest form.

“The #GoneDriving campaign speaks to the core of an increasingly relevant social matter: the desire to simply unplug and disconnect,” says Oliver Hoffman, Director of Marketing Communications for Porsche AG. “We all know that feeling of always being ‘on’ and simply wanting to switch off. The 718 T

models offer that perfect balance and sense of escape for our target audiences: the driven digital natives."

Users can follow along as Alvaro Soler, Oskar Bakke, Sorelle Amore and Kyoko Yamashita explore the winding roads of the southern Portuguese coast in the new 718 T models. When they're not driving, they're living out their personal expressions of what it means to unplug. From surfing to practicing yoga, visiting a guitar builder or a pottery shop – the shared theme is to reconnect with life beyond the screen.

At the epicenter of the #GoneDriving campaign are the four influencers' social media channels as well as the Porsche Global Instagram Channel. The campaign encourages users to book this same trip with the Porsche Travel Experience, inspiring them to experience their very own road trip along the scenic Algarve.

Link Collection

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