

Porsche 4Kids as a welcome distraction

This article reflects the status at the time of its publication. The content may since have become outdated.

27/04/2020 In recent weeks, the normal lives of many children have changed radically. Daycare centres and schools have closed, working parents are trying to manage the balancing act between work and childcare, and the home office environment presents both new opportunities as well as enormous challenges. Porsche is offering families a welcome distraction from life under lockdown with Porsche 4Kids, a free offer for children at home.

Many games and activities are waiting for young visitors on the www.porsche4kids.com website. On the site, girls and boys can find colouring pages, craft ideas with instructions, 'find the word' and memory games, puzzles and search-and-find pictures and much more. While playing, experiencing and discovering, children are supported by the Porsche mascots Tom Targa and Tina Turbo in both German and English. “We want to give children access to the mobility of today and tomorrow as well as to socially relevant topics such as sustainability and safety in road traffic. We want to motivate the kids to

explore, discover, laugh and have fun," says Oliver Eidam, Head of Brand Partnership and Sponsoring.

Porsche 4Kids creates unique online experiences for play with high learning standards. Children are not just entertained on the website, they can train their concentration and learn by playing too. Those who want to spend their time well offline can download and print out a variety of images for colouring. There is something there for every child to choose from – whether Porsche tractors and formula E racing cars, comics or games such as the "Town, City, Porsche" category game – templates are available to download for all children to while away the hours. Those who are 12 and over and like learning quizzes can take part in the Porsche Museum e-mobility challenge. On this discovery tour, children can learn lots about electromobility, for example how an electric motor works, where electrical energy is stored and if electricity only comes from a socket.

In the "Socialize" section, kids can take a virtual tour of the museum. "Our learning programmes could up until now only be experienced in the exhibition, but the new children's website now allows us to make them available to everyone online," says Achim Stejskal, Head of Heritage and the Porsche Museum. "We are offering children an easier and readily accessible way to explore the history of Porsche." With the Kids Driving School magazine, parents can practise correct road traffic behaviour with their children. Tom Targa and Tina Turbo take a playful approach to explaining traffic rules, the most important road signs and correct bicycle equipment. There is also a small final test for children to take on the back pages of the magazine. No boredom guaranteed.

Porsche 4Kids fits perfectly with the motto for the present time: #DreamsAreMadeAtHome. With this hashtag, Porsche has launched a global social media campaign for brand communication. Users are invited to post their dreams of mobility here. This could be their own car standing in the garage, a model car or a coloured picture of a Porsche downloaded from the website.

MEDIA ENQUIRIES



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