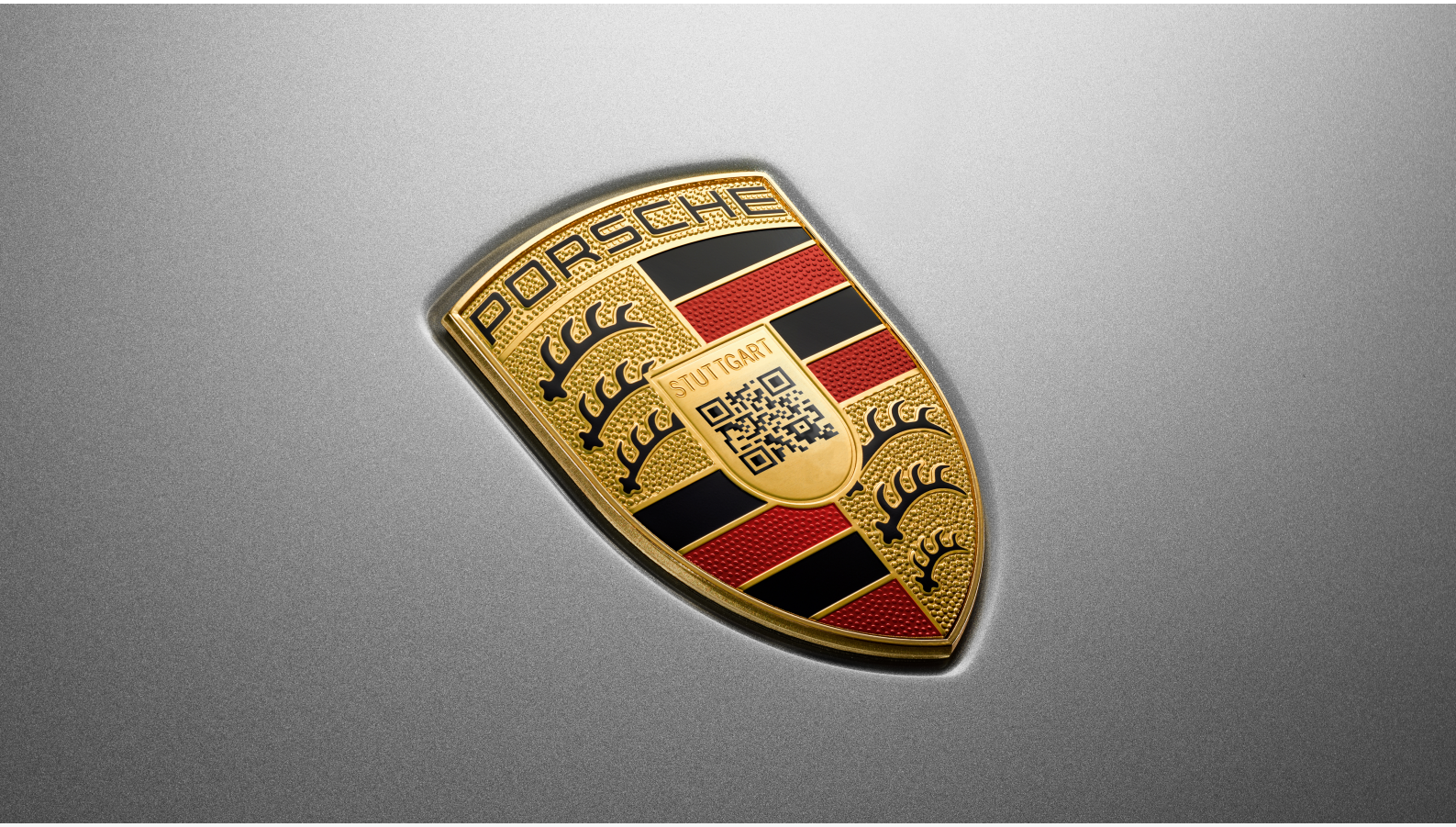


Porsche Launches Innovative QR Code Crest

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 The content may since have become outdated.

01/04/2019 Porsche proudly presents a crest for the digital age: the Porsche QREST. The new crest meets the needs and desires of the next generation of Porsche drivers and will be introduced with the Taycan.

Originally based on the coat of arms of the Free People's State of Württemberg of former Weimar Germany from 1922, the Porsche crest has undergone many transformations since its creation in 1952, but none as monumental as the latest rendition: the QREST. The new world-first crest with a QR code embedded represents a turning point for Porsche, showing the world that it leads the way in digitalization and is still one of the most innovative car companies in the world.

Scan the crest to discover Porsche like never before.

Further information: www.porsche.com/qrest

Link Collection

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