

Visions for the future and Esports at IAA 2019

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19/09/2019 For the first time at this year's IAA, Porsche is offering a twelve-day program on the brand at its stand. Experts with various backgrounds will give an insight into their work. The topics innovation and Esports are on the agenda for the last few days of the fair.

Friday - Next Visions Day

The “Next Visions Day” will take place at the Porsche stand on Friday, 20 September. Forward-thinkers, tech pioneers and entrepreneurs will exchange views on visions of the future for mobility. The guests can look forward to different perspectives.

Speakers will include keynote speakers such as futurist Ben Hammersley, inventor of the word podcast;

Aya Jaff, coder and founder, Forbes' 30th list winner; Tim Leberecht, CEO of the House of Beautiful Business; and entrepreneurs and Porsche partners such as Vitaly Ponomarev, Nils Wollny, RJ Cobalt and Risto Vahtra.

Saturday and Sunday – Esports Days

On the weekend, virtual racing will be the focus of the Porsche stand. On Saturday, 21 September, the top drivers of the virtual World Championship will compete in a special show race of the Porsche Esports Supercup - and the fans will also have the opportunity to get behind the wheel of a virtual Porsche.

On Sunday, everything will revolve around Formula E. Among other things, fans will have the opportunity to drive in a simulator and be there when professional Sim-Racers compete against Porsche's Formula E drivers André Lotterer and Neel Jani.

MEDIA ENQUIRIES



Stefan Mayr-Uhlmann

Spokesperson Finance and IT
+49 (0) 1523 / 911 7804
stefan.mayr-uhlmann@porsche.de

Consumption data

Taycan Turbo (Predecessor model)

Taycan Turbo S (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).

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