

Real and virtual presence at the Beijing Auto Show

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26/09/2020 The Beijing International Automobile Exhibition – the largest motor show in China – opens its doors to visitors today, after its spring slot was moved back because of the coronavirus crisis.

Porsche is celebrating the world premiere of the new Panamera at the Beijing International Automobile Exhibition in China – the model's largest market. Among the highlights of the Porsche presence will be the Panamera Turbo S and the Panamera 4S E-Hybrid Executive – the two new models of the range – and, for the first time, fans will be able to visit the exhibition stand virtually.

Tour via smartphone

Visiting via a smartphone has the added bonus of allowing the viewer to see a bit more of Beijing: all

virtual tours of the motor show start with a skyscraper in the heart of the city before moving to the Porsche exhibition stand to check out the Panamera Turbo S, Taycan Turbo S and the 99X Electric Formula E car.

Using sophisticated gaming technology as the inspiration, the cars can be viewed against realistic backdrops – for example, the Taycan Turbo S is displayed in a virtual Chinese garden. This virtual world is designed to appeal to Chinese customers as well as Porsche enthusiasts worldwide, and both Chinese and English language versions are available. A special app isn't needed to access the online stand – instead, the web-based application can be accessed via a link.

"For companies like Porsche in particular, there is no substitute for experiencing a product live – whether that is by driving a car or seeing it at a motor show. However, the possibilities for such direct contact are still limited in many regions of the world. With the virtual exhibition stand, we have created a novel way of experiencing the brand by using a mobile device – whether you are in Beijing or thousands of kilometres away," says Ragnar Schulte, Director Experiential Marketing at Porsche.

The new Panamera: the highlight of both worlds

Whether at the virtual or real exhibition stands, the new Porsche Panamera is a special attraction at this year's Beijing International Automobile Exhibition. The vehicle combines the performance of a sports car with the comfort of an exclusive saloon. With the Panamera Turbo S, the sports car manufacturer successfully supports its claim to best-in-class performance. The new top-of-the-range model betters the performance figures of the previous Panamera Turbo by a wide margin.

Continuing Porsche's pursuit of its E-Performance strategy, the Panamera 4S E-Hybrid is a new addition to the range of plug-in hybrids, offering a completely new drive system. Compared with the previous hybrid models, the all-electric range has been boosted by up to 30 per cent. Comfort and sportiness both benefit from enhanced chassis components and control systems, in combination with the new-generation steering and tyres.

Info

Visit the virtual Porsche stand via this link.

Consumption data

911 Carrera S (Predecessor model)

718 Cayman (WLTP)*: Fuel consumption combined: 9.7 – 8.9 l/100 km; CO_2 emissions combined: 220 – 201 g/km; CO_2 class: G

911 Targa 4 (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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