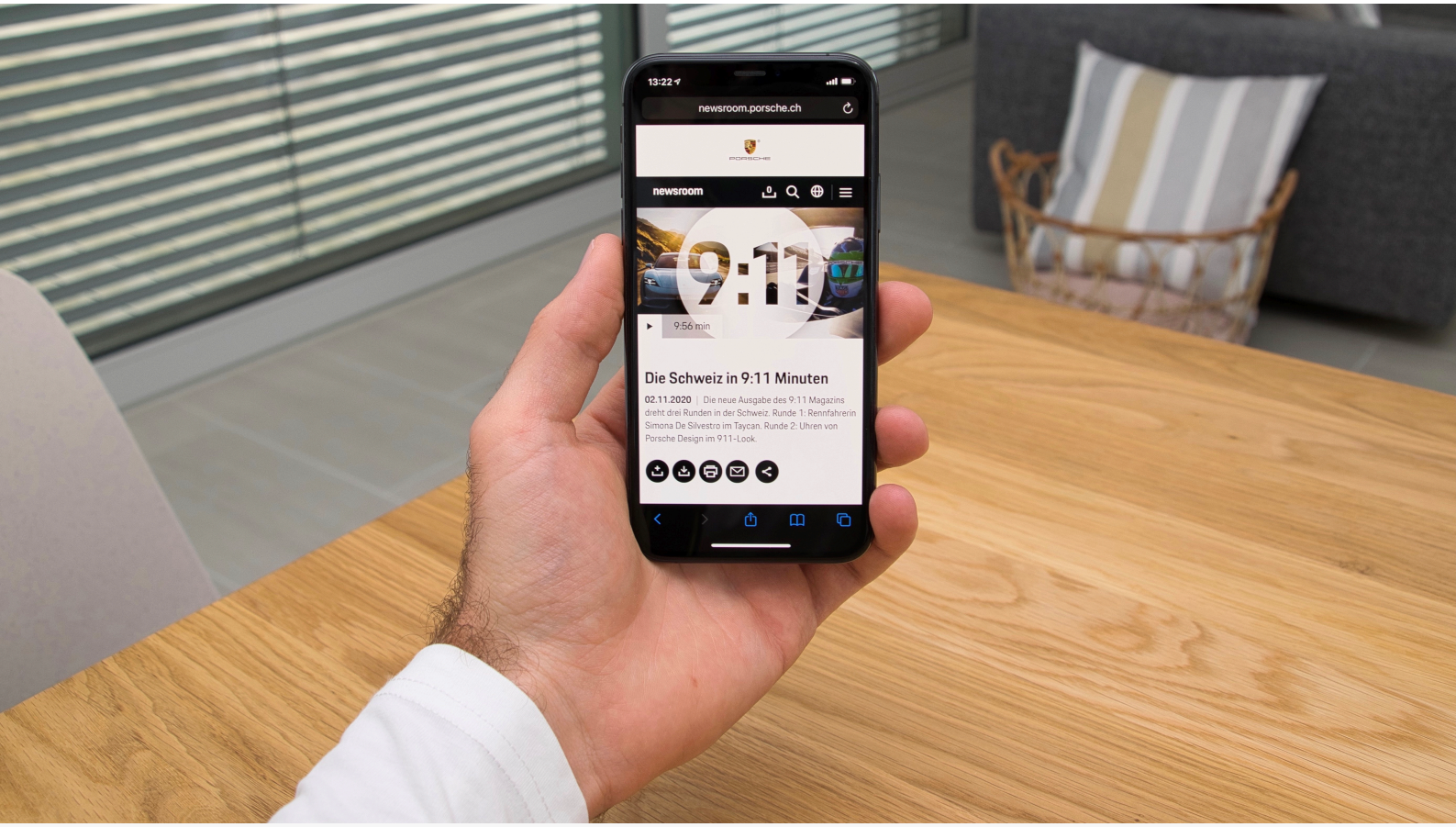


Porsche launches new media portal for Switzerland

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 The content may since have become outdated.

20/09/2021 A version of the Porsche Newsroom communications website has launched, specifically for Switzerland.

Along with extensive cross-media content about the Stuttgart-based sports-car maker, the Porsche portal will now also be offering current news and classic background reports on the Swiss market at newsroom.porsche.ch. With content in German, French, and Italian plus some in English, it is intended for media professionals as well as fans of the brand and other interested parties.

"Switzerland is a country with a special relationship to Porsche, and we want our new Swiss Newsroom to meet the high level of local interest in the brand," explains Michael Glinski, CEO of Porsche Schweiz AG. "We're expanding our informational resources and streamlining access to press materials for media representatives. The portal also offers new opportunities for fans of the brand to immerse themselves in

the world of Porsche."

The Porsche Newsroom put its German and international versions online in 2014. Its aim has always been to provide faster, more direct, and more extensive information to both the press and the public. It places a premium on topicality and cross-media content. Its news and press releases are supplemented with a wide range of online and magazine features in the form of articles, photo galleries, videos, downloads, and links.

The Porsche Newsroom also opens doors to other Porsche media formats such as the NewsTV video portal with all the moving images from Porsche AG, the 9:11 Magazine video site, various Porsche podcasts, and the website of the Christophorus customer magazine. A newsletter can also deliver the week's major international news directly to email inboxes each Friday.

All content on the Porsche Newsroom is available to members of the press. In addition to its multilingual articles, the Swiss version provides further information and country-specific data and prices as well as reports and stories about Porsche in Switzerland.

MEDIA ENQUIRIES



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