Ask Porsche!

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13/09/2015 The Stuttgart-based sports car maker is presenting its product highlights at the IAA in Frankfurt. For one whole hour you will have the opportunity to put your questions on the show to Porsche experts live on Twitter.

In 2015 Porsche will again be presenting its special highlights at the IAA. In keeping with the occasion, the sports car maker will not only be offering a world premiere in Frankfurt. On 15 September, between 12.00 noon and 1.00 p.m. (CEST), users will for the first time have the opportunity to question Porsche for one hour on the new exhibit via Twitter. Experts from the areas of design and engineering will be on hand to field your questions. Anyone with own Twitter profile can take part.

Mark your tweet with #AskPorsche

And it's all so easy: Send a tweet with your question and mark it with the hashtag #AskPorsche. Shortly afterwards, you will receive an answer. Yet even without a Twitter account, you will still be able to follow the action. A stream integrated in the newsroom will show the social media activities. An article summarising the most frequently asked questions together with their answers will also be published afterwards.

You can obtain additional detailed information on Porsche at the IAA in the Porsche Newsroom. Here you also have the opportunity to visit the presentation of the new products in the innovative 360° format. Navigate intuitively through the unveiling as if you were present on site. The Twitter channel @PorscheNewsroom delivers updates in real time as well.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-iaa-world-premiere-2015-11332.html

Media Package
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