

Hip hop stars hit the track for an all-electric Porsche experience

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30/10/2023 As it marks 25 years in Atlanta, Porsche Cars North America, Inc. teams up with some of its home city's hip hop stars to celebrate five decades of the music genre and invites them onto the track to experience the all-electric Taycan.

Porsche Cars North America, Inc. (PCNA) has teamed up with Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife to celebrate five decades of hip hop.

PCNA, which has proudly called Atlanta its home for 25 years, hosted a private event on Friday (27 October) to celebrate the hip-hop community that has shaped the city's global influence on music and culture.

As part of the gathering, which took place during a year-long celebration of the anniversary of hip hop,

Atlanta City Council recognized some of the musical pioneers who have played key roles in developing the local and international music scene.

And from hip hop tracks to driver developmenttracks, some of the city's musical stars hope to shine at PCNA's Porsche Experience Center behind the wheel of the all-electric Taycan, as part of the celebrations.

"As we celebrate our hometown of Atlanta for 25 years now, we're proud to join with Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife to uplift the musical artists and executives who make this city exceptional," says Ayesha Coker, Vice President of Marketing for Porsche Cars North America, Inc. "Music is a key form of self-expression and core to the driving experience and the car test for many artists. We are thrilled to celebrate five decades of hip hop with an Atlanta twist."

"Hip Hop has shaped the music industry"

"In celebrating 50 years of hip hop, we honour a cultural phenomenon transcending time, borders, and generations," adds Atlanta City Council member Marci Collier Overstreet. "Hip Hop has emerged as a powerful form of self-expression and artistic innovation. It has shaped the music industry and influenced fashion, language and contemporary global culture. The Atlanta City Council joins Mayor Andre Dickens, Porsche Cars North America and Instagram in celebrating the genre's innovation and inclusivity with a commitment to the principles that have made it a cultural force. Our city will aspire to continue honouring and preserving its legacy."

"At Instagram, we strive to bring people together through creativity, and the connections that have emerged from Atlanta's hip hop community are unparalleled," concludes Malika Quemerais, Head of Artist Partnerships for Meta Platforms, Inc. "With a member of our team on the ground in Atlanta now, we couldn't be more excited to join Porsche and the City of Atlanta to celebrate the incredible achievements of local artists."

Highlights from the Taycan experience at the PEC Atlanta's new West Track, which is located next to the world's busiest airport – Hartsfield-Jackson Atlanta International Airport – will be shared on the @porscheusa and @pecatl Instagram accounts and online at Facebook.com/musicians.

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