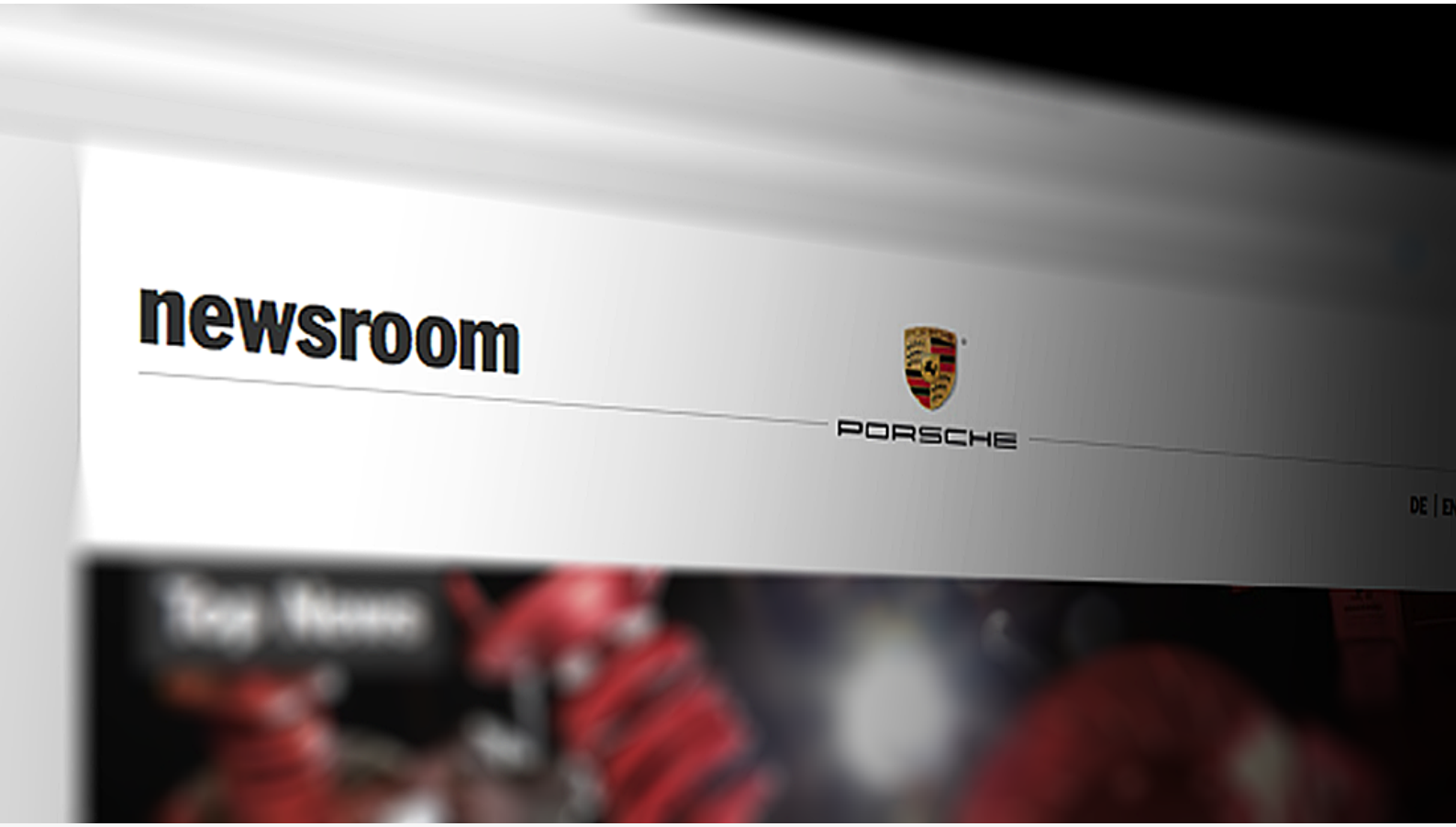


Porsche Newsroom is online

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 The content may since have become outdated.

17/06/2014 Porsche expands its online range of offers for journalists: as of now, exclusive information revolving around the company is available at newsroom.porsche.com.

The Internet platform provides breaking news and background reports on Porsche. An extensive additional range of multimedia offerings will supplement the news and reports. This will include videos, slide shows, downloads and links to other sites – each article is its own thematic portal. What's essential in this context is the linkage with social media. The platform is to serve as the main contact point for research about Porsche on the Web.

Exclusive insights and great variety of additional information

“The Newsroom expands the online presence of the company. Porsche wants to provide information transparently and do so with cutting-edge tools,” says Hans-Gerd Bode, Head of Communications of

Porsche AG. “The greatest added-value is provided by the exclusive insights into the company and the great variety of additional information. In order to reach the media in a quick, direct and comprehensive manner, the focus is on up-to-dateness and cross-media online content.”

At first, visitors have already been able, for example, to follow Porsche's return to Le Mans at close quarters with first-hand exclusive details, still imagery and video material. As of now, the variety of topics in the newsroom is even wider.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/start-article-10804.html

Media Package
https://pmdb.porsche.de/newsroomzips/4e2ba61a-382f-4030-b7a3-d4c710fae016.zip

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