

Cayenne Coupé celebrates Asian premiere

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 The content may since have become outdated.

16/04/2019 Big entrance for the Cayenne Coupé: the new SUV model from Porsche celebrates its exhibition premiere this Tuesday at "Auto Shanghai", one of Asia's most important motor shows.

The new Porsche will be on view there until April 25, and will play a major role in the further growth of the sports car manufacturer in China.

"With the Cayenne Coupé, we've brought along a special version of our Chinese Porsche customers' favourite model," says Oliver Blume, Chairman of the Executive Board of Porsche AG, at the kick-off of the exhibition: "We are expanding the Cayenne family with a vehicle demonstrating a very strong character of its own. And as in every other segment in which we compete, we also want the Coupé to be the sportiest option in its class. That's why we continue to develop our product range in a focused way, in order to give our customers what they want and gain new ones – especially here in China, our biggest

individual market."

Progressive, athletic and emotional thanks to custom design elements

Porsche delivered more than 31,000 units of the Cayenne in China in 2018, representing an increase of 19 percent compared with the previous year. The sports car manufacturer wants to continue to grow in the SUV segment with the Coupé variant. It includes all the technical highlights of the third Cayenne generation, but is more progressive, more athletic and more emotional thanks to its custom design elements and new technical details.

The roof line falls away more steeply to the rear, positioning the Coupé as the sportiest-looking model in the segment. The front windscreen and A-pillar are shallower than in the Cayenne due to the fact that the roof edge has been lowered by 20 millimetres. The newly designed doors and wings broaden the shoulders of the vehicle by 18 millimetres. The fixed roof edge spoiler is combined with an adaptive rear spoiler, which extends by 135 millimetres from a speed of 90 km/h, increasing downforce on the rear axle. This has benefits for driving stability.

Large panoramic fixed glass roof as standard – carbon roof as an option

The new Cayenne Coupé is equipped as standard with a 2.16 m^2 panoramic fixed glass roof. A contoured carbon roof is available as an option. It belongs to one of a total of three optional lightweight sports packages, which also include the Sport Design package and new, weight-reduced 22-inch GT Design wheels as well asseat centres in a classic checked fabric. The new Cayenne Coupé offers plenty of space for up to four people as standard. At the front, sports seats with integrated head rests offer comfort and optimum lateral support. In the rear, the Coupé is equipped with a rear bench with the characteristics of two individual seats.

A rear seat system with three seats is available as an alternative at no extra cost. Rear passengers sit 30 millimetres lower than in the Cayenne. The luggage compartment has a capacity of 625 litres and is therefore ideal for everyday use. This increases to 1,540 litres (Cayenne Turbo Coupé: 600 to 1,510 litres) when the rear seats are folded down. The extensive standard equipment includes speed-sensitive Power Steering Plus, 20-inch alloy wheels, front and rear Park Assist including rear view camera, Porsche Active Suspension Management (PASM) and the Sport Chrono Package.

Two powerful engines are available at the market launch. The
Cayenne Coupé with a six-cylinder turbocharged engine and a displacement of three litres delivers 250 kW (340 PS; Fuel consumption combined 9.4 – 9.3 l/100 km; CO_2 emissions combined 215 – 212 g/km) and develops a maximum torque of 450 Nm. The top-of-the-range Cayenne Turbo Coupé goes

to the starting line with a four-litre V8 engine with twin turbocharging, 404 kW (550 PS; Fuel consumption combined 11.4 – 11.3 l/100 km; CO_2 emissions combined 261 – 258 g/km) and a maximum torque of 770 Nm.

With over 80,000 shipped vehicles, China was once again the biggest individual market for Porsche in 2018. "It's fascinating to see how interest and enthusiasm for Porsche has grown in recent decades in China," says Jens Puttfarcken, President and CEO of Porsche China. The first Porsche Experience Centre in Asia was opened a year ago in Shanghai for the growing fan base in the Far East. It is located at the Shanghai International Circuit and includes a 10-hectare site where visitors are offered unique experiences based around Porsche vehicles both on and off the track. "More than 10,000 guests have already visited the Experience Centre," says Puttfarcken. In addition, the first official Porsche Club China was established in 2017, and now boasts over 6,500 members. Porsche drivers from all over China meet online as well as in real life in this club and talk about their shared passion.

MEDIA ENQUIRIES



Ben Weinberger

Spokesperson Cayenne und Macan
+49 (0) 170 / 911 2097
ben.weinberger@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/2019/products/porsche-cayenne-turbo-coupe-auto-shanghai-asia-premiere-china-17480.html

Media Package
https://pmdb.porsche.de/newsroomzips/4edd54e7-25f6-406c-8554-8c7f837083e7.zip

External Links
https://newstv.porsche.com/en/article/70293.html
https://newstv.porsche.com/en/article/70290.html