Track Your Dream - Individual car pictures from Porsche production enhance customer anticipation

11/06/2020 The online “My Porsche” platform is now becoming even more attractive: the new “Track Your Dream" function gives Australian customers an exclusive insight into production at the sports car manufacturer in Zuffenhausen.

Customers are able to see how a Porsche is being build step-by-step.

The service is now available in Australia for all 911 (992) customers who specify their own order.

“My Porsche” is the centralised customer portal for car owners that bundles all the offerings and services available for individual cars. For the two-door 911 Porsche has already installed cameras at two relevant stations and linked them to the production software. Two more cameras will be added soon.

“We are bringing production to life for our customers,” says Christian Friedl, Head of the Porsche factory in Zuffenhausen.

“We produce highly personalised and fascinating sports cars every day in our main factory. The motivation for this is provided by our customers from all over the world. The success factor is our employees, who make customer dreams come true with perfection and passion. Allowing this behind-the-scenes insight creates an obligation for us, but also serves as a source of motivation.”

“Porsche believes in giving its customers a highly personalised experience from the very start – this now includes the time during which they are waiting for their car,” says Robert Ader, Vice President Customer Relations at Porsche.

“Our customers can now experience live how their individually configured dream car is being built – this will increase the sense of anticipation even more.”

The application will be available first for new car customers from USA, Germany, Canada, Switzerland and Spain as well as for those of some dealers in Great Britain. Other markets will follow in the coming months. Besides photos from production, “My Porsche” provides customers with additional exclusive information on their car. The portal is also available as an app.

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