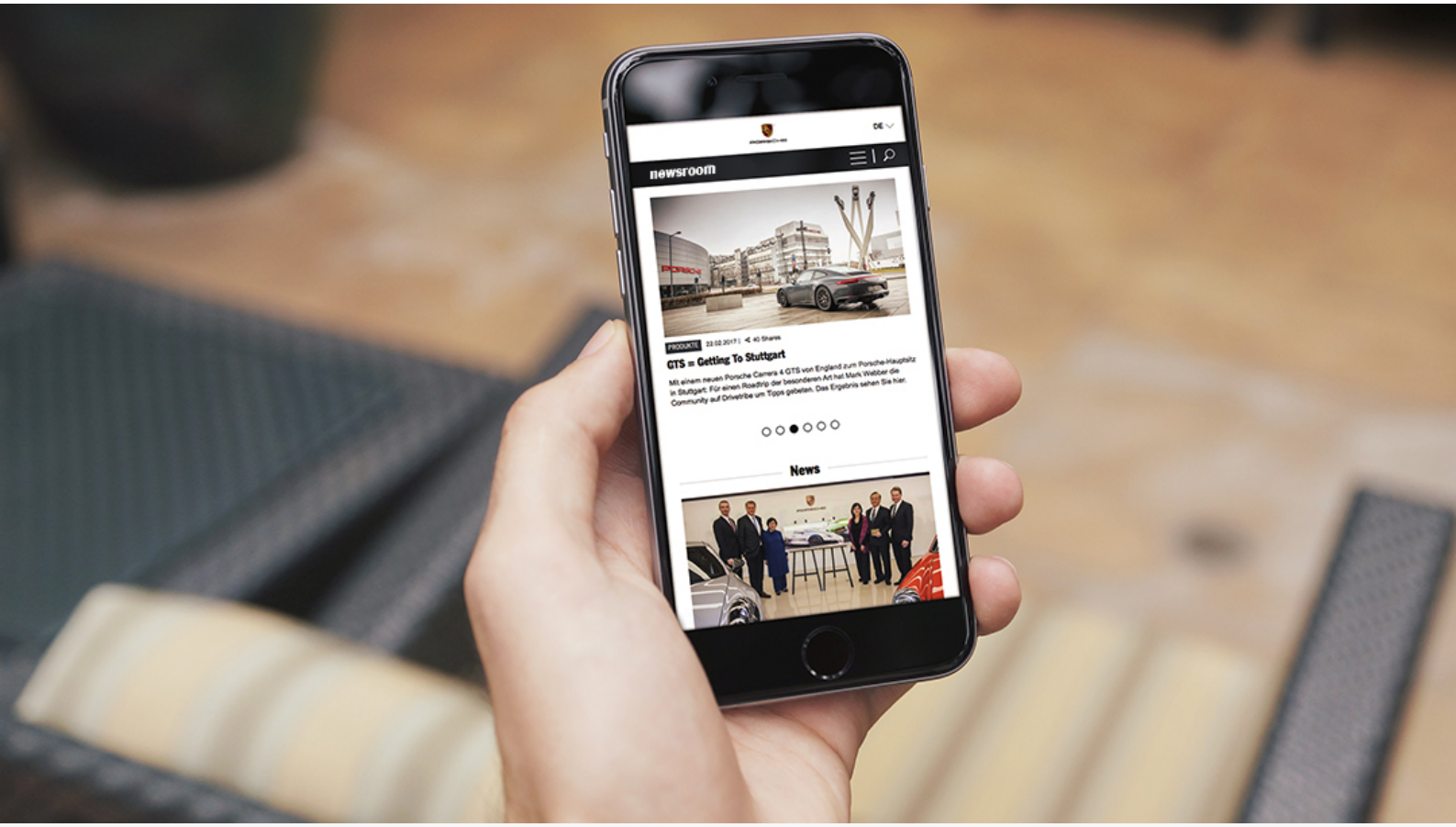


Information.Intensified.

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 The content may since have become outdated.

09/03/2017 Shortly after the world première of the 911 GT3, Porsche is unveiling another surprise: the new Porsche Newsroom. We have all the information on the relaunched website.

The Porsche Newsroom was first launched around three years ago with the aim of providing those working in the media with faster and more direct access to a wider range of information. Its focus has always been on providing up-to-date, cross-media online content. Alongside the latest news and background reports on the sports car manufacturer, users can also access extensive additional multimedia features, including videos, image series, downloads and additional links.

At the time, Porsche summarised its new online platform under the motto “Information. Intensified”. And it was this exact same idea that drove the redevelopment of the website. In addition to a more up-to-date look, the Porsche Newsroom offers many other features that will benefit users.

Latest additional cross-media features are now shown on the landing page

Its improved structure now makes the site cleaner and easier to read so that users can get to the content they need faster. As one example, the slider module on the landing page provides more space for at-a-glance information. The new layout also makes it easier to see the reports from the different topic areas, while the latest additional cross-media features are now shown on the landing page. The navigation bar has been restored to the top of the website – as the user scrolls down the page, the navigation bar moves down too, making it easier to switch between the different content.

In addition to the structural improvements, the Porsche Newsroom has been developed from a technical point of view. The search function has been refined so that it gives more relevant results. As before, the site has a fully responsive design so that it can be used on all end devices.

As part of the relaunch, Porsche Newsroom is providing a range of new content: The "911:Magazine" section contains the latest editions of the sports car manufacturer's online TV service of the same name. Articles from the Christophorus customer magazine are also available to read now and are sorted by edition.

As well as the Newsroom, the Porsche Press Department provides information through various social media channels. You can find regular updates in real time on Twitter. The @PorscheNewsroom Twitter account keeps people informed about everything from the world of Porsche and currently has around 435,000 followers. @PorscheRaces is the Twitter channel for all Porsche motorsport activities in the GT field. @Porsche_Team provides updates regarding test drives and races involving the Porsche LMP1 team. And Porsche has its own channel on DriveTribe, the online community created by former Top Gear presenters Clarkson, May and Hammond. The Instagram account @porsche_newsroom completes the Porsche social media presence with exclusive photos.

You can also access free content at www.porsche.com, www.facebook.com/porsche and www.youtube.com/user/Porsche.

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Media Package
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