

My Porsche App provides new features within Apple CarPlay®

10/07/2023 Porsche becomes the first carmaker to integrate vehicle functions within an app in Apple CarPlay® to create an innovative, personalized user experience.

- For the first time the My Porsche App appears within Apple CarPlay® - allowing new and more convenient control of several comfort and entertainment functions
- Selectable wellness modes combine audio, climate, and lighting features directly in Apple CarPlay®
- Future updates will continuously enhance the driving experience
- Debuts on the New Porsche Cayenne

Stuttgart. Porsche announced today that the My Porsche App will – for the first time – be accessible within Apple CarPlay®. The sports car maker is the first automotive manufacturer to allow for easier access of vehicle functions within an app in CarPlay®.

"We are excited to further improve the My Porsche App and using the capabilities of Apple CarPlay to deliver a truly enhanced customer experience," says Mattias Ulbrich, CEO of Porsche Digital and CIO Porsche AG. "Technology and digitization are crucial factors for the enduring fascination of our brand."

The My Porsche App is the hub for the digital management and control of a Porsche vehicle. Via their iPhones, customers can view the state of charge of the vehicle battery, adjust the air conditioning and send destinations to the navigation system. Additionally, the My Porsche App links existing accounts with third-party providers, for example Apple Music®, to the associated apps in Porsche Communication Management (PCM).

A look at My Porsche App combined with new Apple CarPlay®

With the updated My Porsche App, this experience now extends into CarPlay®, as customers can access core functions right from the car dashboard – making the process faster and more convenient. These functions include adjusting audio settings such as sound profiles, changing radio stations, adjusting settings for climate control and ambient lighting.

In addition, these functions can be combined into wellness modes, such as "relax," "warm up" and "refresh", using quick actions in CarPlay®. Customers also gain the convenience of seamlessly controlling various vehicle functions using Siri® while driving their Porsche.

Activating this new Porsche experience is fast and straightforward by scanning a QR code displaced in the PCM. The My Porsche App will receive regular updates ensuring Porsche customers will get new features in CarPlay® as they develop. The functionality makes its debut in the new Porsche Cayenne, available now. After that, it will be rolled out to other model lines.

About Porsche Digital

Porsche Digital is the technology and digital unit of the Stuttgart-based sports car manufacturer. Its central task is to find and scale new digital business models, as well as to optimize existing products. To this end, the Porsche AG subsidiary develops digital products and services, and is a driving force for the startup ecosystem.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us



Calvin Kim

Product Spokesperson Cayenne, Panamera, Macan and Taycan
404-769-7385
calvin.kim@porsche.us

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2023/products/porsche-my-porsche-app-provides-new-features-within-apple-carplay-33040.html

Media Package
https://pmdb.porsche.de/newsroomzips/56513336-e55b-47bc-9370-865eb02995bb.zip