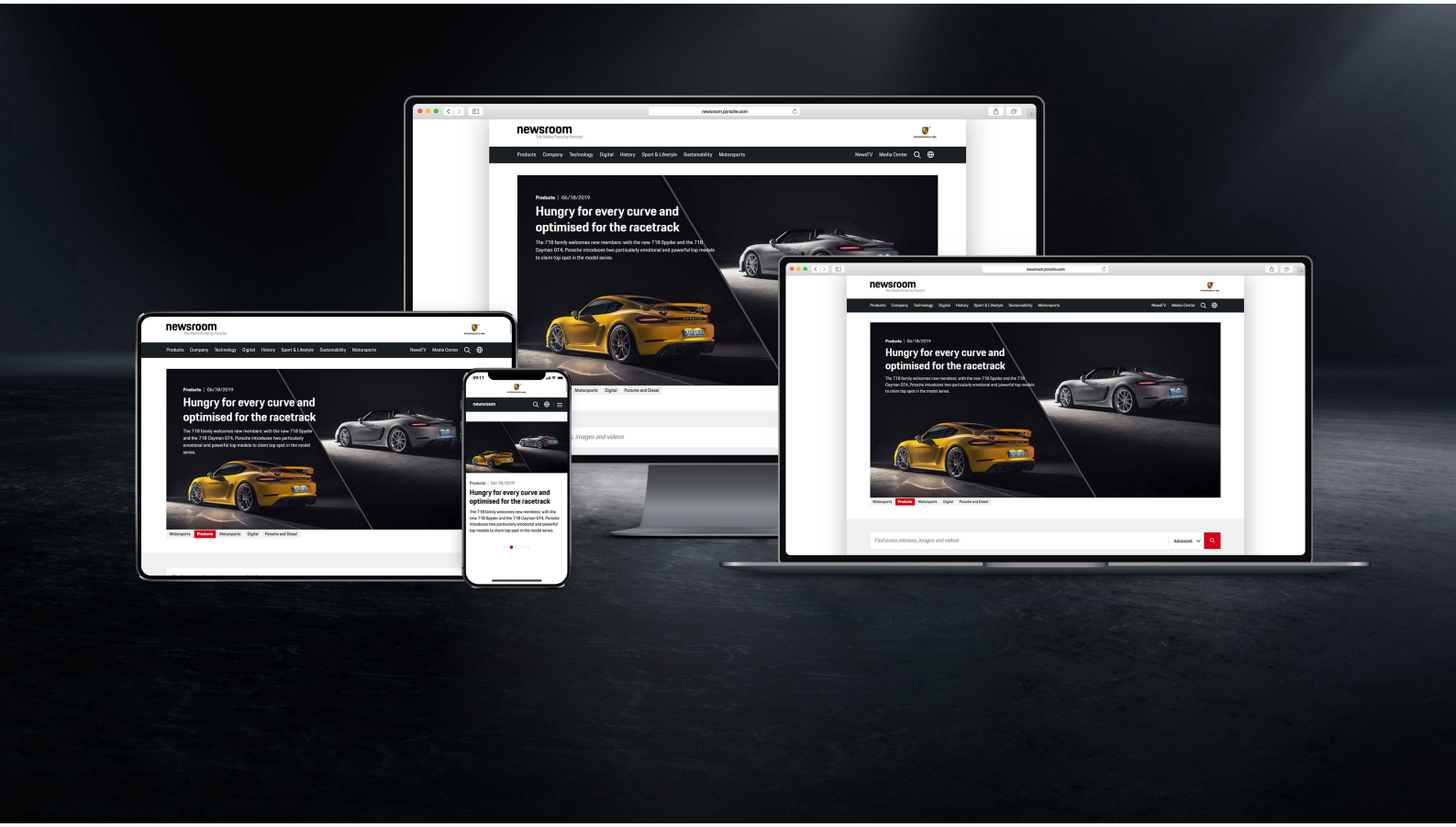


Porsche Communications expands digital offerings

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 The content may since have become outdated.

27/06/2019 With a completely revamped online newsroom, Porsche is now providing an even larger and more varied information offering. The Porsche Newsroom has been the central information resource for journalists, bloggers and the online community since 2014.

The website functions as a corporate blog, social media hub and download centre all in one. Users can find a comprehensive offering of texts, images and videos — always up-to-date, clearly presented and without a password barrier. An online magazine in German, English, Chinese, Russian and Spanish also provides readers with current news and background information on a daily basis.

Optimised media search and own “NewsTV” video portal

In addition to a more modern design and enhanced performance, the improved media search function is the most important new feature. A further-enhanced search function allows direct access to extensive data material. With “NewsTV”, Porsche is also supplementing its Newsroom with its own video portal: users can play clips on an integrated player, incorporate them on websites, share or download them for editorial purposes. Special events can also be followed worldwide, in real time, by means of a live stream.

Also optimised for mobile use

As usual, the website is completely responsive and is therefore available on all devices. To permit fast access when on the move, Porsche has also completely revamped the Newsroom app. With the new version, users can now subscribe to push notifications. This ensures that they are always up-to-date with the latest information and do not miss any news. Download links can be sent conveniently by email so that journalists can optimally integrate the app in their work process. In addition, an email newsletter summarises the most important weekly news. It is possible to subscribe to the newsletter at newsroom.porsche.com/newsletter.

Always up-to-date with the latest information via social media

Regular updates are also provided in real time on Twitter. The @PorscheNewsroom account provides current news about all topics from the Porsche world. @PorscheRaces is the Twitter channel for all Porsche Motorsport activities in the GT field. @PorscheFormulaE provides information about the testing and future races of the Porsche Formula E team.

Porsche also has its own channel on Drivetribe, the online community of the former Top Gear presenters Clarkson, May and Hammond. The Instagram account @porsche_newsroom supplements the offering with exclusive photos. Information from the world of the Porsche Museum is available from @porsche.museum.stuttgart on Facebook and @porsche.museum on Instagram.

The content on the www.porsche.com website, on www.facebook.com/porsche and on www.youtube.com/user/Porsche is also freely accessible.

MEDIA ENQUIRIES



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