

The soul of Sydney, electrified: the new Taycan

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06/05/2021 Porsche's all-electric Taycan has landed in Australia, with a dramatic display in Sydney. Marking the beginning of a new era, it connects the brand's history with an electric future.

An all-electric innovation that has racked up around 50 international awards, the Taycan is the sports car you'd expect from Porsche, and more. So, when it came to introducing a car this exciting to Australia, it deserved an equally dazzling debut.

Sydney's stunning Darling Harbour recently played backdrop to an innovative water projection featuring the new all-electric Taycan. Over the course of one night, thousands of people enjoying their evening on the waterfront were enamoured and entertained by an eye-catching spectacle playing out over the harbour.

High pressure jets created a 20-metre-wide cloud hovering above the waterline, with stunning visuals of the Taycan projected on to it, along with 3D-effects, neon colours and electricity crackling across the water. A coordinated soundtrack added to the atmosphere.

All of this was complemented by projections on the side of a nearby skyscraper, placing the Porsche Taycan firmly in the city.

The Taycan 4S, Turbo and Turbo S are now available to order via Porsche Centres around Australia, with the Porsche Car Configurator being live with local specifications and pricing.

To watch the the event unfold, click on the video above. For further information, please contact your local Porsche Centre.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (Predecessor model)

Taycan 4S with Performance Battery (Predecessor model)

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/179795_en_3000000.mp4

Link Collection

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