Back at the Super Bowl after 23 years

25/01/2020 For the first time since 1997, a Porsche TV commercial will be broadcast during the U.S. Super Bowl on 2 February 2020. The game is amongst the most watched TV events of the year. To spotlight the market launch of the new Taycan, the 60-second commercial shows an exciting chase between the first fully electric Porsche and almost a dozen iconic Porsche cars.

The main focus of this commercial, entitled “The Heist”, is entertaining viewers. However, typically for the brand, motorsport also plays a part. The TV commercial was shot in Germany in mid-November 2019 in locations including Heidelberg, Heppenheim, the Black Forest and Stuttgart-Zuffenhausen. Many of the racing cars, road vehicles and other "treasures" in the clip form part of the Porsche Museum collection, and the museum is where the chase portrayed in the commercial begins. Protagonists include the legendary 917 K racing car, the 918 Spyder hybrid super sports car and the iconic Porsche 911, shown featuring modifications for stunt manoeuvres permitted on private roads.

Scenes of “The Heist”

Addressing new target groups in particular

Porsche is heralding the era of electric mobility with the Taycan. Consequently, the sports car manufacturer is also addressing new audiences. The Superbowl commercial is intended to play a part in this communication. “The Super Bowl is famous as a TV event far beyond North America and it represents a perfect platform to reach new fans. Our commercial links many elements that make up Porsche: sportiness, emotion, and also a touch of humour, something that is typical for how we communicate in general,” says Oliver Hoffmann, Director Marketing Communications at Porsche.

The long version of “The Heist” ad is now available to view at Porsche NewsTV and the Porsche YouTube channel. The one-minute Superbowl commercial will be broadcast during the game at Hard Rock Stadium in Miami on 2 February.

MEDIA ENQUIRIES



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