Lane change at VIN Art: Spin-off of Porsche Digital's innovation project

24/03/2025 VIN Art turns the individual dream vehicle into an art print for home and is used internationally as a popular personalized customer gift. The digital business model with a physical end product was developed at Porsche Digital in 2021 and has since been operated as an innovation project. At the beginning of the new year, the innovation product was spun off to continue scaling within a new structure following its successful development at Porsche Digital.

VIN Art offers an exclusive Porsche portrait that depicts the customer's Porsche accurately, realistically, and in premium quality. Each VIN Art portrait is unique and custom-made, highlighting the variety of configurations and the luxurious nature of Porsche vehicles.

New steps at the turn of the year

VIN Art is the first product developed at Porsche Digital to be spun off into an independent unit, the VIN Art GmbH, to continue scaling up following its successful establishment. The new structure is tailored

to the specific requirements of VIN Art and allows for the integration of additional group brands.

„VIN Art is one of Porsche Digital's innovation projects with the longest history and a close connection to the brand", says Stefan Zerweck, CEO of Porsche Digital. „I am very pleased that this opportunity is being seized by David Appold, giving the product more space for further scaling."

Expansion of the product portfolio and new focus

With the spin-off the VIN Art GmbH has expanded its product portfolio and developed new personalized art pieces around the Porsche brand. The aim is to establish VIN Art not only as a single product but as a series of exclusive, customized art pieces. The current focus is on B2B and targets business clients, such as national subsidiaries and the sales organization, who want to offer their customers personalized artworks and gifts.

Personal milestone

For the previous Product Manager within Porsche Digital, this spin-off marks a special milestone. „With eight years at Porsche Digital I have been part of the company right from the start and experienced a lot of the developments first-hand", explains David Appold, Managing Director VIN Art GmbH. „The work was always very fun and fulfilling, especially as there exists such a positive and collaborative spirit among the colleagues. Now getting the opportunity to do a spin-off of such a great product with a long history as an innovation project within Porsche Digital and externally scaling it up is the cherry on top."

MEDIA ENQUIRIES

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Consumption data

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

911 Turbo S (Predecessor model)

911 GT3 with Touring Package (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).

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