

The all-electric Porsche Taycan launches in Korea with a breath-taking hologram show

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28/11/2020 Porsche's first all-electric sports car, the Porsche Taycan, has been unveiled in Korea with a spectacular hologram display.

The futuristic light show, which was designed by experts in kinetic art to highlight the car's design credentials and state-of-the-art technology, saw the Taycan 4S take centre stage at the Porsche Taycan Arena in Garosu-gil in Seoul, in front of journalists and VIPs.

In the weeks running up to the launch, a Horse Hologram Project has been running, with members of the public treated to holograms of horses running through the streets in a play on the origin of the

name, Taycan – which can be roughly translated to mean “soul of a spirited young horse”.

At the Porsche Taycan Arena, which was designed with a “universe” theme, special performances are taking place until 30 November, with a warp tunnel and sound zones among the highlights. The digital displays aim to emphasise the main features of the Taycan – from its breath-taking performance to its sustainable credentials.

Holger Gerrmann, CEO of Porsche Korea, said: “We are very pleased to introduce the Taycan, the brand's first pure electric sports car that sets the standard for future sports cars and that marks the opening of a new era for Porsche in the Korean market.

“We plan to further strengthen Porsche's electric sports car portfolio by sequentially introducing the Taycan Turbo S and the Taycan Turbo in 2021, starting with the official launch of the Taycan 4S into the new Porsche electromobility era.”

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).

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