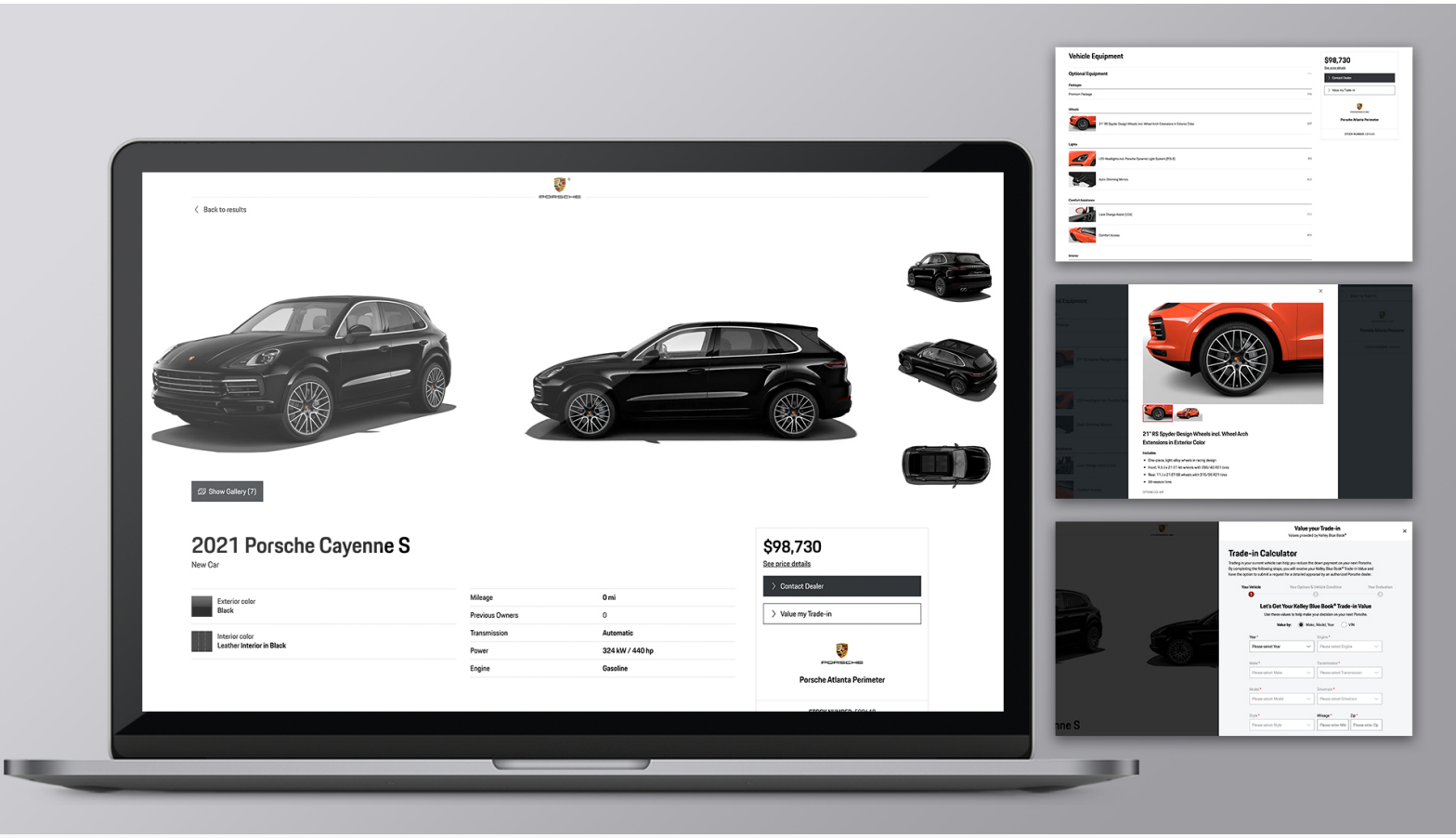


Porsche expands its worldwide online sales activities

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 The content may since have become outdated.

26/08/2021 Finding the Porsche sports car of your dreams online is now easily possible in even more countries. In the U.S., Porsche Cars North America (PCNA) has just expanded its e-commerce platform, Porsche Finder to include all new vehicle inventory from its 193 dealerships.

U.S. customers now have a one-stop online shop for searching for their dream car and beginning the process of purchasing it from the Porsche dealer. The platform also offers the opportunity to calculate the value of a trade-in vehicle, compare financing options and complete an online credit application with Porsche Financial Services.

“We are implementing our omnichannel strategy worldwide, offering our customers the best experience both online and offline,” says Martin Urschel, Vice President Smart Mobility and Digital Sales at Porsche. “Since late 2019, we have delivered new e-commerce functionality to continually optimise our digital

buying journey. The expansion in the U.S. is another important milestone in our global vision for a digital marketplace for all Porsche products and services. We have ambitious goals: By 2025, we want to enable up to 30 percent of the new car business via our online channels."

In addition, the e-commerce platform in Europe has been launched to new markets within the last months and is now available in 15 countries. In China, customers have been able to search and buy Porsche products online since autumn 2020. In Canada, buying a new Porsche vehicle online is now exclusively possible on Porsche's own e-commerce platform.

In the last year, 1.700 vehicles were sold via Porsche's digital e-commerce platforms. For this year, it is expected to see this number grow significantly.

MEDIA ENQUIRIES



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Consumption data

911 Carrera Cabriolet (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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https://finder.porsche.com

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