

Porsche debuts new all-electric Macan floating above Sydney Harbour

16/09/2024 The new all-electric Porsche Macan made more than a splash when it arrived at Sydney's world-famous Harbour.

The sports car brand's new all-electric Macan was unveiled to Australia in a footage showcase that saw the electric SUV delivered to a famous harbour-side location beneath a floating balloon.

The video quickly became a popular hit thanks to the unexpected and mesmerising imagery that left Porsche fans wondering if the footage was real or a sophisticated digital creation.

The Artistry behind the illusion

The stunt, which has captivated the imaginations of automotive enthusiasts and tech aficionados,

featured the new all-electric Porsche Macan brought to life through advanced digital content using state-of-the-art visual effects, creating a digital version of the new Macan so realistic it left viewers scratching their heads.

Porsche Cars Australia enlisted the expertise of Australian creative agency 10 Feet Tall and renowned technical production studio Alt.vfx, to create the futuristic and highly convincing launch footage with CG (computer-generated) technology.

A meticulous process that involved four critical steps

The idea for this memorable unveiling was built on creating a surprising moment that would cause audiences to do a double take, wondering whether the stunt was reality or fiction.

The initial footage had to be captured in real-time at Sydney Harbour in a manner that allowed for accurate 3D space tracking and rotoscoping in the digital world.

3D elements of the new all-electric Macan were then created with a focus on the vehicle's exterior to ensure seamless integration into the final footage. This required precise matching of lighting, shadows, reflections, and the physical space to ensure realism.

The final step involved meticulously retouching each frame to eliminate discrepancies that might reveal the digital nature of the helium air balloon depicted in the video. This attention to detail was crucial for maintaining the illusion and driving viewer engagement.

A fusion of electric performance and personal style

After the initial stunt, Porsche also shared a second stunt video on social media that celebrates the personalisation options available to customers with the new all-electric Macan.

This video highlights the new Macan's versatility and array of options using a fictional and memorable interaction of technology and personal style, whereby the car is shown to be embedded with AI capabilities that allows it to interact with passers-by to adapt its exterior colour to their outfits.

Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia expressed his enthusiasm for this innovative project.

"We are always looking for ways to push boundaries and explore new frontiers. With our new Macan stunt, we wanted to create something unique that celebrated the arrival of the new all-electric Macan in a way that was memorable and distinctly Australian.

"Australian Porsche customers thrive on personalising their vehicles. From the stitching and paint to

seatbelt colours and trim options, every Porsche sports car reflects its owner's individuality."

Customer-centric experience

To celebrate the new Macan's debut in late 2024, personal configuration consultations are now being offered at all Official Porsche Centres. Prospective buyers can enjoy a detailed in person consultation to help select and specify their new Macan to match their unique tastes and needs, alternatively they can configure their Macan themselves online now at https://www.porsche.com/australia/modelstart.

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