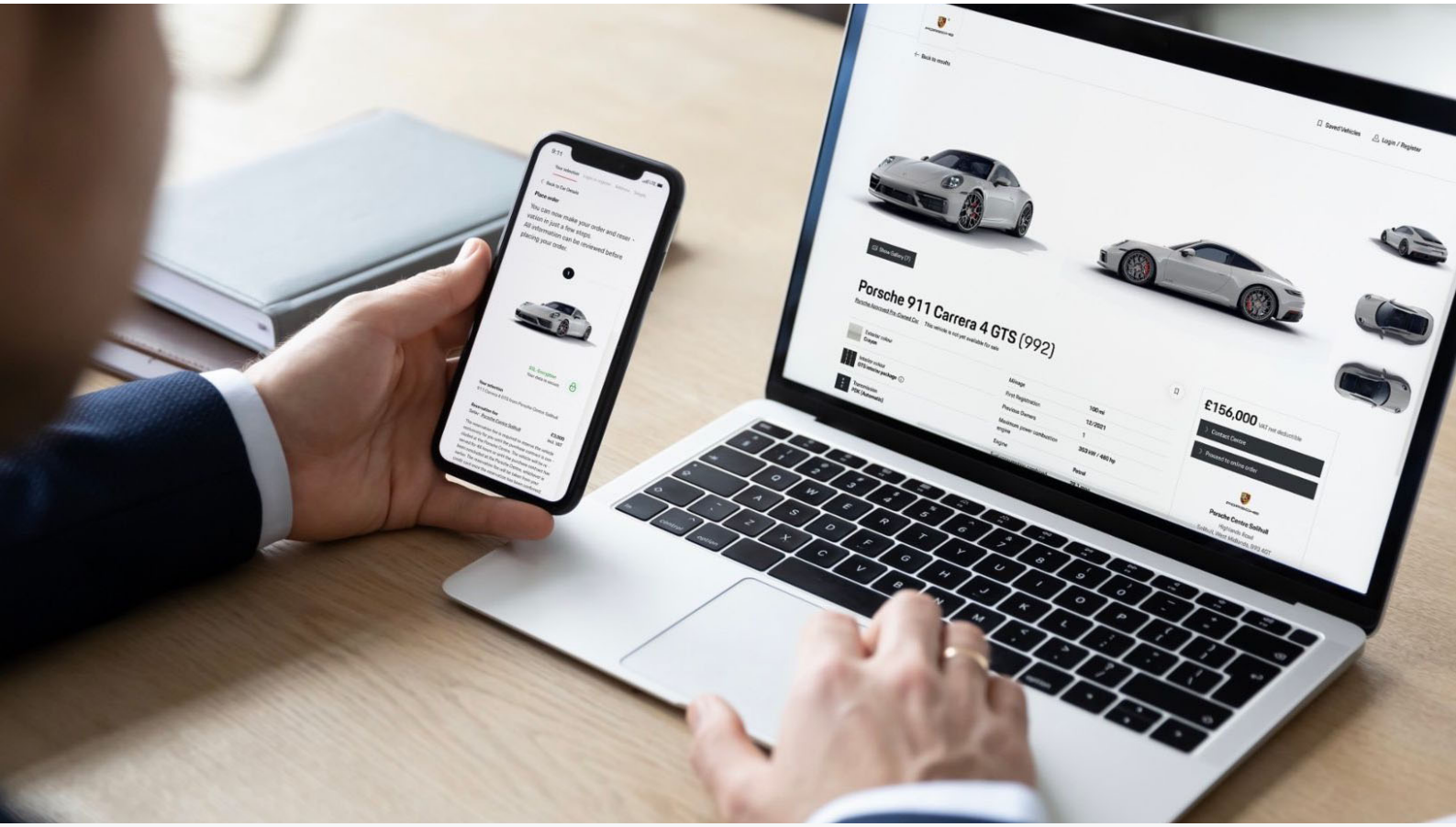


Finding your dream Porsche in Australia is now even easier

28/09/2022 Porsche Cars Australia has now made it easier for buyers to locate their dream sportscar with the launch of Porsche Finder, the brand's new online vehicle locater.

Porsche Finder is a new integrated online platform that enables buyers to search available pre-owned, approved pre-owned, demonstrator and classic Porsche cars for sale at Official Porsche Centres across Australia, making the exciting process of finding their ideal sportscar quicker and simpler.

The new Porsche Finder one-stop online platform replaces the previous Porsche Approved website. It includes optimised search filters by model and even model generation (for example, Porsche 911 Type 991 vs. Type 991 II). Other search filters include vehicle equipment and packages, engines and transmissions, pricing options, cars available by dealership, and an expanded selection of interior and exterior vehicle colours (including roof colours for cabriolet models).

Using Porsche Finder is simple. Once users arrive at the Porsche Finder site, they can choose the Porsche model series they wish to search or the type of vehicle they are interested in. Once they've

found their preferred car, they can reserve it and then continue their purchase journey with the official Porsche Centre offering the car they wish to own.

Omnichannel strategy by the sports car manufacturer

The Australian introduction of Porsche Finder is part of a global roll-out. It is the latest step in the company's global e-commerce roadmap to meet growing customer demand for digital access to the Porsche brand.

Porsche's commitment to e-commerce is part of the company's omnichannel strategy, which focuses on enabling customers to move seamlessly between the digital marketplace and physical retail sites.

"Our vision is to offer seamless customer journeys. We devote all our efforts to our customers and to enabling them to contact the Porsche brand whenever they want. They can move effortlessly between online options and the physical world of Porsche," says Detlef Von Platen, Member of the Executive Board – Sales and Marketing.

Porsche launched online vehicle sales in Germany in 2019 and has been steadily expanding it ever since. In Europe, online vehicle sales have been available in all major markets since 2021.

Sportscar lovers in Australia can find their dream Porsche by visiting Porsche Finder.

Consumption data

Taycan Turbo S Cross Turismo (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 24.0 – 22.5 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

Taycan Turbo Cross Turismo (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 24.2 – 21.3 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

Taycan Cross Turismo Models (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 24.8 – 21.3 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

Taycan (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 23.9 – 19.6 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

Taycan 4 Cross Turismo (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 24.8 – 21.4 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

Taycan 4S Cross Turismo (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 24.8 – 21.4 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

*Further information on the official fuel consumption and the official specific CO emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, COEmissions 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).

Link Collection

Link to this article
https://newsroom.porsche.com/en_AU/2022/company/Finding-your-dream-Porsche-in-Australia-is-now-even-easier-29645.html

Media Package
https://pmdb.porsche.de/newsroomzips/9ed782bf-6097-4ed4-bdfa-550c08d58f5c.zip

External Links
https://finder.porsche.com/au/en-AU

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