

All-star lineup set to celebrate fashion's biggest night with Porsche

28/08/2024 On Monday, May 6, the brand will host a celebration in honor of fashion and design with Soho House, hosted by Barry Keoghan and featuring a live musical performance by RAYE

Atlanta, Ga. The timeless designs of Porsche have appealed to fashionistas since the brand's inception. To launch its second all-electric vehicle, the Macan, Porsche will kick off an all-star celebration of fashion and design at Soho House New York on 9th Ave on fashion's biggest night, Monday May 6th. Hosted by actor Barry Keoghan, the evening will include a live musical performance by British singer and songwriter RAYE.

Automotive stars will be present as well – in the form of the new all-electric Porsche Macan, which will be on display just weeks after its global debut in the color of Provence, together with the new Taycan set in alluring Electric Garden art installation in front of Soho House.

"Porsche and fashion are connected and have been for decades," said Ayesha Coker, Vice President of Marketing for Porsche Cars North America, Inc. "And the Macan will be no different, remaining the eye-

catcher of its segment, even in all-electric form with a sleek and sporty design. We look forward to celebrating its launch and introducing it to guests at Soho House New York on fashion's biggest night in the Big Apple."

Much more information on, and beautiful images of, the pioneering new all-electric Macan – including the chance to create a car just as individual as its driver – can be found at https://contact.porsche.com/usa/all-electric-macan/.

Information on the new all-electric Macan 4 and Macan Turbo

Ten years after its launch, the Porsche Macan is heading into a bold new direction, now in all-electric form. Through its progressive, timeless design, characteristic Porsche performance, range suitable for everyday use and high level of practicality, the new Macan 4 and Macan Turbo aim to completely fulfill the requirements of Porsche customers choosing an SUV.

The numbers alone for the two all-electric Macan models indicate top-class e-performance: In combination with Launch Control, theMacan 4 produces up to 300 kW (402 hp) of overboost power, while the Macan Turbo generates up to 470 kW (630 hp). A maximum torque of 479 and 833 lb-ft, respectively, enables strong acceleration. The Macan 4 accelerates from a standstill to 60 mph in 4.9 seconds, while the Macan Turbo takes just 3.1 seconds. The two models achieve top track speeds of 136 and 161 mph, respectively.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart