

In other galaxies: Asia Pacific debut of the Taycan

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22/11/2019 Porsche and Star Wars joined forces at the Asia Pacific premiere of the new all-electric Porsche, the Taycan, in Singapore, ahead of its regional market launch in 2020.

A spectacular drone show was orchestrated for the event, themed “Soul, electrified” to highlight the features of the car. About 300 selected guests – media, influencers and celebrities from the region – attended the premiere at the Marina Bay Floating Platform, which was transformed into a spaceport.

"Asia Pacific is an important sales region for Porsche – we have a continuously growing customer and fan base here," says Matthias Becker, Vice President Region Overseas and Emerging Markets of Porsche AG. “With the Taycan, we are entering a new era and this spirit fits perfectly with the iconic Star Wars brand and the joint event here in Singapore."

As part of the collaboration, the design teams at Porsche and Lucasfilm worked together to design a fantasy starship in support of the upcoming Star Wars film, the final episode of the Skywalker saga. During the event in Singapore, Michael Mauer, Vice President Style Porsche at Porsche AG, and Doug Chiang, Vice President and Executive Creative Director at Lucasfilm, explained the design process and presented design sketches of the spacecraft highlighting the combined Porsche and Star Wars design DNA.

Sketches of the spacecraft

“Developing a spacecraft with clear Porsche design DNA was exciting and challenging,” says Michael Mauer, Vice President Style Porsche at Porsche AG. “Even though they do not seem to share many elements at first glance, both worlds have a similar design philosophy. The close collaboration with the Star Wars design team inspires and fascinates us – it was a pleasure to present the design process and some sketches together with Doug Chiang in Singapore. We are looking forward to finalizing the fantasy spaceship design within the next weeks.”

Info

Fans of both brands can follow the exciting development process of the starship online: www.thedesigneralliance.com

MEDIA ENQUIRIES



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Consumption data

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).

Link Collection

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