

Porsche joins forces with tiptoi® during the summer programme at the Porsche Museum

06/06/2025 At the start of the summer months, the Porsche Museum will be transformed into an interactive experience with its new main theme: emergency vehicles at Porsche. The free Porsche 4Kids summer programme from 7 June to 14 September 2025 is a great opportunity for kids to discover, question and experience topics in a hands-on manner.

From 7 June to 14 September 2025, the Porsche Museum offers a world of experience for young explorers. Between 9 am and 6 pm, visitors can look forward to interactive activities in German and English that combine learning with experience, curiosity with technology, and discovery with practical relevance. The heart of the Porsche 4Kids summer programme this year is a tiptoi® rally that playfully guides kids through the museum. This will be accompanied by exciting themed days with vehicle presentations, beanbag chats and Pflasterpass® first-aid courses.

Experience emergency vehicles up close – a blue-light tour for little explorers

Every day from 29 July to 24 August 2025 at 10 am and 2 pm, children have the opportunity to experience various different blue-light vehicles up close as part of the Porsche 4Kids Tour of Porsche emergency vehicles. On this free one-hour discovery tour, kids aged five and above will be taken through the permanent exhibition by a guide to explore all things safety at Porsche, from the Austro-Daimler Motorspritze fire engine from 1912 to the Porsche 918 safety car. They will also learn what tasks the vehicles perform today, what kinds of technical equipment they have on board and who the people are who work with them.

The Porsche 4Kids emergency package: take a bit of the museum with you

For those who wants to take a deeper dive, there is the family ticket with the Porsche 4Kids emergency package, which contains the following: tiptoi® pen, quiz board, headphones, a small coloured pencil set and an accompanying booklet with lots of information, puzzles and colouring pictures. In the exhibition, the smart pen provides information about the fascinating world of emergency vehicles at 15 stations and poses interactive quiz questions.

Children in the age groups four to seven and eight to twelve can determine the course and pace of their visit themselves. It's not just about fast cars and beautiful shapes, but also delves into questions like: What actually makes a vehicle special? Which Porsche emergency vehicles are used where? Why does the plant fire brigade's Porsche Cayenne have "Florian" painted on it? The booklet and pens can be taken home – for all those who want to learn more even after their museum visit. An activity area with colouring and game tables as well as seating for parents complete the package.

Beanbag chats: eye to eye with Porsche helpers

On 6 August 2025, beanbag chats for children aged five to ten will be held for the first time. 45 minutes long, personal, honest and open. Employees from the health management, plant fire brigade and plant safety departments answer questions such as: How do you become a plant firefighter? What does a health manager do at Porsche? Why do you need both courage and a tape measure? And: Do you get called to outside emergencies when not needed at the plant?

Pflasterpass®: first aid for little heroes

Whether it's the bronze, silver or gold course, Pflasterpass® brings one of the highlights of the summer

programme. This fun-filled participation programme invites kids to take responsibility in an age-appropriate manner. With professional guidance, children aged between four and ten learn the basics of first aid in different courses. How do I make an emergency call? How does the recovery position work? What helps for minor wounds or poor circulation? The course teaches the things that are important to know an emergency in a fun and enjoyable way. The bronze course for four- to five-year-olds focuses on recognising hazardous situations and dealing with emergencies for the first time. In the silver course for children aged five to seven, these concepts are revisited and expanded in an age-appropriate way. Both courses will be offered on the weekend of July 19 and 20. In the gold course for seven- to ten-year-olds, participants cover topics such as toxins in plants, burns, hypothermia and resuscitation. The gold course is followed by the tiptoi® museum rally, where the children get to know the historic Porsche emergency vehicles. Modern-day emergency vehicles, including a Porsche health management ambulance, are also parked outside the museum for visitors to look at. The Pflasterpass Gold course will be held on 5 and 7 August as part of the themed week and takes around six hours.

MEDIA ENQUIRIES



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Consumption data

Cayenne S (WLTP)*: Fuel consumption combined: 12.6 – 12.0 l/100 km; CO_2 emissions combined: 287 – 272 g/km; CO_2 class: G

*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).

Image Sublines

Path: Porsche joins forces with tiptoi® during the summer programme at the Porsche Museum/Images/img_1.jpg
Title: 918 Spyder Safety Car 2015, Summer programme, Porsche Museum, 2025, Porsche AG
Subline: Exciting action days with vehicle presentations, Beanbag chats and Pflasterpass® courses are on offer.

Path: Porsche joins forces with tiptoi® during the summer programme at the Porsche Museum/Images/img_2.jpg
Title: Summer programme, Porsche Museum, 2025, Porsche AG
Subline: The Porsche 4Kids emergency package contains an accompanying booklet with lots of information, puzzles and coloring pictures.

Link Collection

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Media Package
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External Links
https://www.porsche.com/international/aboutporsche/porschemuseum/offersforchildren/#Sommerprogramm

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