All-electric Taycan joins Porsche Drive Subscription and Rental as program grows

25/03/2021 Number of cities more than doubles with new markets in California and Texas

The Taycan, the first purely electric sports car from Porsche, today joins the Porsche Drive Subscription and Rental program – allowing it to be experienced for a day, a week, or a month, with a maximum of flexibility. Porsche Drive offers up to seven models for as short as a month-by-month subscription or a few hours rental, all at the tap of an app.

Porsche Drive is also expanding its territory, adding five new cities to four existing markets. In total, drivers can enjoy the program in nine metro areas: Atlanta, GA; Houston, TX; Phoenix, AZ; and in California in Irvine, Los Angeles, Monterey, San Diego, San Francisco, and San Jose. Further expansion in the U.S. is planned, with details to follow in due course.

“Think of Porsche Drive as sports car-as-a-service, a convenient digital way to access the Porsche experience,” said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. “In three years of testing and growing the concept, together with our dealers, we have created a solution for people who prefer shorter-term and more flexible access. We always want to welcome new friends to our brand, and the fact that 80 percent of Drive customers are new to Porsche is a mark of the program’s success.”

First launched as a pilot in Atlanta in October 2017, Porsche Drive has grown in a joint initiative with Porsche dealerships, who provide the service in each city. Drive features three core offerings: Multi-Vehicle Subscription for one month at a time that allows swaps between models; Single-Vehicle Subscription for either one or three months with an option to extend; and rentals for shorter periods.

Porsche’s initiative is a complement to selling and leasing cars, not a replacement. “In an evolving mobility landscape, we want to offer people a choice in how they experience the thrill of driving a Porsche,” Gruner said. “Today more than ever, consumers increasingly want more flexibility, more individual choice, and to have this access on their mobile devices.”

All of the Drive subscription and rental plans share a common fleet of current Porsche two-door, four-door and SUV models. All plans are accessed by the Porsche Drive app that offers vehicle choices, scheduling and concierge service for vehicle delivery and pick-up. The subscription plans feature a flat monthly fee including all operating costs other than fuel and charging, such as vehicle maintenance and insurance.

Initially, the Taycan 4S model is available under the Single-Vehicle Subscription or rental plan, not as a swap in the multi-vehicle program. Subscription fees for the Taycan compare to a lease at the same ratio as other models in Porsche Drive – about 20 percent above the monthly cost of a comparable two-year lease, representing the premium for the flexible and all-inclusive package. The Taycan 4S fee is $3,250 per month and the Taycan rear-wheel drive will be $2,500 monthly. Taycan 4S rentals are $335 per day for 1-3 days and $295 a day for 4+ days. All prices above exclude taxes and fees. Later this spring, the Taycan rear-wheel drive model will join the fleet and be available under all three plans, including Multi-Vehicle Subscription.

More pricing information for all subscription and rental programs can be found on the Porsche Drive website or on the app, which is available for Apple and Android devices. The site and the app also have detailed information on the terms and conditions of each program.

Info

To sign up for Porsche Drive, individuals can download the app or visit the website to enter their zip code for service availability. If a zip code is within the service area, an individual can then apply for membership or a rental vehicle through the app. Porsche Drive subscription programs require an activation fee of $595 (unless joining SVS for three months which waives the activation fee), and membership approval is dependent on a background check.

For additional information on the programs, individuals can also email info@porschedrive.com or call (888) 369-9904.

Consumption data

Taycan 4S with Performance Battery (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).

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