

What is courage?

11/04/2017 The American television host Ellen DeGeneres does a spoof of the Porsche Panamera campaign on “The Ellen Show”.

Following the launch of Porsche Asia Pacific’s “What is Courage?” campaign, Ellen and her “The Ellen Show” producer Andy Lassner shared their take on the video series promoting the new Panamera. In the spoof, Andy’s courage was put to the test on the tracks of Porsche’s Experience Center in Carson, California, along to the voices of the campaign’s celebrity partners – celebrated Hollywood actress Michelle Yeoh, internationally acclaimed chef and restaurateur André Chiang, and actor and race car driver, Patrick Dempsey.

Watch it here:

The same spirit of courage is reflected in the latest Panamera, as Porsche has taken a bold step in reinventing a segment invented seven years ago with the first generation, to create a business saloon for the race circuit that offers relaxed travel in a sports car with 911 genes.

Visit the campaign website.

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