

Fluorescent Porsche 99X Electric set to dazzle at the Tokyo E-Prix

27/03/2024 Two days before the highly anticipated Formula E debut in Tokyo, Porsche and TAG Heuer add some glitz to the glamour: the new design on the Porsche 99X Electric race cars, which Pascal Wehrlein and António Félix da Costa will drive exclusively at the Tokyo E-Prix, will be unveiled at an event in the chic Terrada Warehouse.

With the new exclusive look of its Porsche 99X Electric, Porsche and TAG Heuer are creating a distinctive highlight at the inaugural Formula E race in Japan. This unveiling marks a celebration of their long and successful partnership. The unique livery of the electric racing cars developed at the net-carbon-neutral Weissach facility pays a visual homage to Tokyo with its world-famous neon signs at night and to Japanese street art and car culture.

Future-oriented trends

The exclusive livery is not only perfectly suited to the fascinating cosmopolitan world city, but also

highlights the dynamism of Formula E and future-oriented trends that the world's first electric racing series represents.

As part of the event's celebration, TAG Heuer introduces a new Connected watch face featuring the striking pink hue of the livery of the Porsche 99X Electric, echoing the adrenaline-fueled atmosphere of the races. The TAG Heuer Connected Calibre E4 – Porsche Edition watch will also offer an exclusive dual-color customization in blue and pink, providing a sleek and stylish accessory for Porsche and TAG Heuer fans alike.

"The Tokyo E-Prix is another milestone in the success story of the ABB FIA Formula E World Championship," says Carlo Wiggers, Director of Team Management & Business Relations. "With the exclusive design of our Porsche 99X Electric, we're celebrating the premiere of Formula E in this unique metropolis and the successful partnership between Porsche and TAG Heuer. At the same time, it is our visual reference to one of the most fascinating cities in the world and the avid motor racing fans in Japan."

Two Porsche 99X Electric race cars flying the new livery

"Being here, at the inaugural Formula E race in Japan, is truly incredible. It's a testament to TAG Heuer's history in motorsports, a heritage we hold dearly in our values," says Julien Tornare, CEO of TAG Heuer. "Our synergy with Porsche makes this moment even more memorable as we once again prove that we have an incredible partnership and that we will continue to surprise our incredible audience."

Two Porsche 99X Electric race cars will tackle the Tokyo E-Prix on 30 March flying the new livery. They will be driven by Pascal Wehrlein (#94) and António Félix da Costa (#13).

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (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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