

Porsche Drive Rental Australia puts dreams on-demand

09/02/2022 Porsche Cars Australia has today launched a premium car rental service, Porsche Drive Rental. Online bookings are now open, with first loans to commence from next week.

The local introduction of the long-established Porsche Drive Rental service will let Australians access selected Porsche models for short-term use. It's ideal for people who want casual access to a Porsche sports car or the chance to experience their dream ride.

Porsche Drive Rental is making its Australian introduction to meet changing customer preferences and the trend towards user choices that are digital, flexible and individual.

This includes making vehicles available for shorter periods of time.

"Porsche Drive Rental is the latest example of us introducing innovative products to the Australian market," said Daniel Schmollinger, Managing Director & CEO, Porsche Cars Australia.

"This pilot program in Melbourne will give us tremendous insights into how we evolve this offering in Australia in future years."

The program's Australian launch will offer access to several exclusive latest-model Porsche sports cars, including the 911 Carrera 4S, 718 Boxster S, and Taycan 4S.

Bookings are now open, with collection via Porsche Centre Melbourne courtesy of a dedicated Porsche Drive Rental valet.

Program customers can schedule their preferred Porsche model online by visiting porsche.com.au/drive . Once they set up their customer profile, they can choose their rental period and their preferred Porsche model.

Then it's just a matter of collecting and returning their car on the scheduled dates.

Program customers can book for a day, weekend or week, with bookings now available during the initial six month pilot program.

Porsche Drive Rental is a popular option in the company's growing list of mobility services. Porsche's premium car rental service commenced in Germany in 2014 and is available across a total of 60 locations in Europe, North America and Japan.

Info

Visit porsche.com.au/drive

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