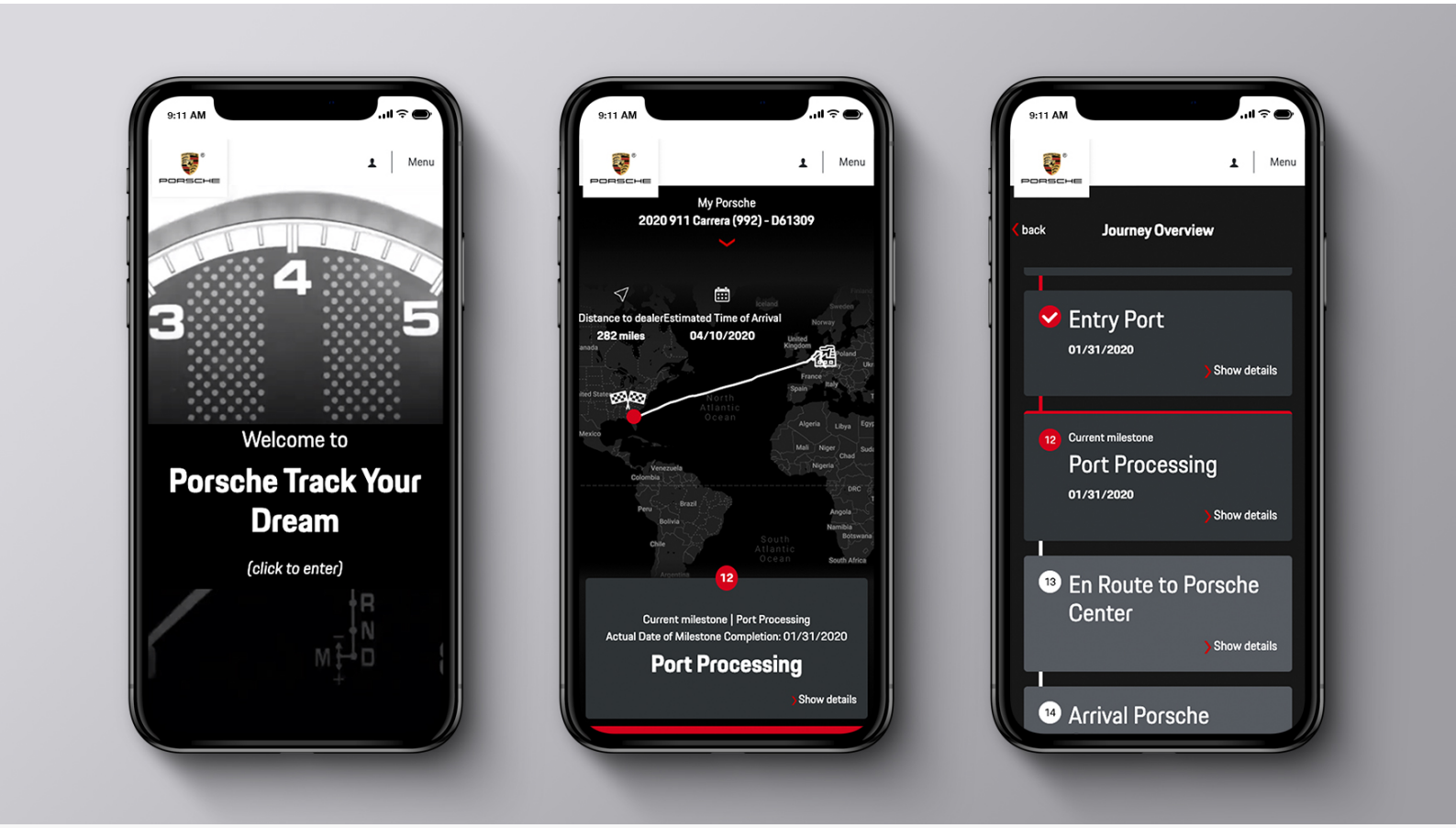


Track My Porsche

19/05/2020 New service from Porsche Digital allows customers to track their dream car from production to delivery

Most people are familiar with tracking a package in the mail, but few deliveries are as highly anticipated as a Porsche in the driveway. A new digital service, "Porsche Track Your Dream" allows customers who order a 911 sports car to follow its journey from production in Germany and across the Atlantic to the final destination at the dealership for delivery.

"Buying a Porsche is a special moment, and one that should be as personal as possible, recognizing that placing the order and awaiting its delivery is part of the experience as anticipation builds. Porsche Track Your Dream allows our customers to trace every key stage of their new car as it leaves our home in Germany," said Klaus Zellmer, President and CEO of Porsche Cars North America, Inc. (PCNA). "This service gives future owners a convenient way of staying up to date before they see their car for the first time here in the U.S."

Porsche customers receive a unique link once their order is placed. This takes them to the online platform and lets them track their car through 14 milestone events. They include order creation, freeze

point for vehicle changes, production updates, vessel departure from Germany, port entry into the U.S., dealership arrival and more. Background information about each milestone is available while a countdown shows the progress in miles and days.

As a key component of the digital customer experience, Porsche Track Your Dream is integrated with the My Porsche web portal. Here, ownership aspects such as service scheduling, financing and Porsche Connect functions are handled once the car arrives at its new home.

Porsche Track Your Dream is initially being made available for customer-ordered 911 sports cars. Future plans include enrollment of the all-electric Taycan. The service is provided by Porsche Digital, Inc. and was developed in close cooperation with Porsche Cars North America, Inc.

Behind the Scenes - seeing your Porsche in production

Complementary to Porsche Track Your Dream, the My Porsche web portal also features a "Behind the Scenes" service, which gives an exclusive insight into production at the sports car manufacturer in Zuffenhausen. U.S. customers are able to follow how their ordered Porsche 911 is being built step-by-step, and cameras are already installed at two relevant stations with two more cameras being added soon. The application will be available first for new car customers from USA, Germany, Great Britain, Canada, Switzerland as well as Spain. Other markets will follow in the coming months.

Porsche Track Your Dream and Behind the Scenes are both live for U.S. customers now.

Info/Help

For any questions regarding Porsche Track Your Dream, please contact customersupport@porsche.com

Image Sublines

Path: Track My Porsche/Images/img_1.jpg
Title: 911 Carrera S Cabriolet, 2020, PCNA
Subline: Porsche Track Your Dream is initially being made available for customer-ordered 911 sports cars.

Path: Track My Porsche/Images/img_2.jpg
Title: Porsche Track Your Dream, behind the scenes, production, 2020, PCNA
Subline: Seeing your Porsche in production

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