Porsche now offers customers U.S. new car inventory online

25/08/2021 Porsche Finder is one-stop platform to locate the car of your dreams

Finding the perfect Porsche is now easier than ever: Porsche Cars North America (PCNA) has expanded its e-commerce platform Porsche Finder (finder.porsche.com) to include all new vehicle inventory from its 193 U.S. dealerships. U.S. customers now have a one-stop online shop for searching based on their dream specifications and beginning the process of purchasing a vehicle from the Porsche dealer.

Porsche Finder offers an easily searchable database of all new vehicle inventory at authorized Porsche dealers as well as a full set of options for key following steps, including estimating a trade-in value and comparing financing options from Porsche Financial Services. The expansion to new cars follows the introduction of Porsche Finder in May 2020 for Certified Pre-Owned and other used Porsche cars in dealer inventory.

The addition of new cars into Porsche Finder reflects Porsche's global commitment to an omnichannel strategy for digital access to the brand. The ultimate goal is to create a digital marketplace that ensures the same legendary experience for all Porsche products and services.

"The fact that our U.S. customers can now jumpstart buying a new Porsche digitally is a win for them – and for dealers," said Dr. Kjell Gruner, President and CEO of PCNA. "Porsche drivers have high standards. They often know exactly what they want and do detailed research before making a purchase. This upgrade helps them do that."

Customers looking to buy a new car type their ZIP code into finder.porsche.com along with the desired model. Porsche Finder's razor-focused search pinpoints exactly what customers desire when it comes to options such as exterior color, equipment and body type by exploring detailed photos and data incorporated into each section of the shopping experience. Customers can also search a specific dealer's inventory. From there, they receive a detailed list of new cars from their preferred dealer.

Porsche Finder also now features a payment calculator for estimating lease and finance terms and an online credit application tool, both powered by Porsche Financial Services, Inc. (PFS), as well as integrated Kelley Blue Book ® Trade-in Values. Customers can also learn more about products such as tire and wheel protection during the credit application process. Once an interested customer has found their dream car, these new features make it even easier to bring it home. For owners who plan to trade in a vehicle, a tool provided by Kelley Blue Book gives a trade-in value range. The site also provides estimated payment information, and it lets customers apply for financing and a retail installment sales contract or lease with the dealer. This lets customers finalize more paperwork from home, allowing customers and dealers to spend more of their time together on the cars themselves.

Developed in cooperation with Porsche Digital, the Porsche Finder platform is optimized for mobile and tablet devices. In coming months, Porsche Finder will unveil additional enhancements and features to create a seamless buying journey across the Porsche ecosystem partnering closely with our dealers to ensure a truly omnichannel approach.

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