

Digital first: The Virtual Porsche Retail Experience

21/05/2024 Porsche VIP dealership and brand experiences can now be enjoyed from the palm of your hand.

Porsche Cars Australia has introduced the Virtual Porsche Retail Experience, a digital facility that replicates the showrooms inside selected official Porsche Centres so visitors can enjoy the brand's luxury retail facilities online.

The pioneering multisensory experience extends the sports car brand's retail formats and brand events into the digital world, taking them to an even greater number of customers and passionate enthusiasts.

The Virtual Porsche Retail Experience uses the latest technology to bring guests inside some of Australia's luxurious Porsche dealerships, including the country's latest Destination Porsche Centres: Porsche Centre Newcastle, Porsche Centre Perth and Porsche Centre Adelaide

Australia's first Porsche Studio concept store in Brisbane is also available to explore.

The Navigation Bar in the Porsche Virtual Retail Experience makes it simple to use the integrated features offered, which include the brand's online car configurator, Porsche Finder and the Porsche Lifestyle Shop.

Visitors can enjoy 360-degree views and personalised sound while exploring the different showrooms and even book a test drive or schedule a service appointment.

There is also the opportunity for enhanced Virtual Reality (VR).

"The Virtual Porsche Retail Experience offers everything our customers and fans expect," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "This new virtual experience adds extra convenience and lets people tailor their interactions with our physical dealerships, making it a natural addition to the purchase and ownership journey they can enjoy with Porsche."

Adaptations to the Porsche Virtual Retail Experience are also being considered by Porsche Cars Australia. For example, major events and exhibitions, such as the recent Porsche Hypercar Gallery x Mission X, Porsche Cars Australia's popular concept car showcase at the recent 2024 Formula 1® Rolex Australian Grand Prix, can now be extended to global audiences.

The Virtual Porsche Retail Experience is available for both desktop computers and mobile devices. The first Australian Porsche Centres to offer this new technology are listed below. Further Australian Porsche Centres are scheduled to be added.

Porsche Centre Adelaide

Porsche Centre Newcastle

Porsche Centre Perth

Porsche Studio Brisbane

Image Sublines

Path: media/Images/img_1.jpg
Title: Virtual Porsche Retail Experience_4.JPG
Subline: Guests can book a test drive or schedule a service appointment.

Link Collection

Link to this article
https://newsroom.porsche.com/en_AU/2024/company/virtual-porsche-retail-experience-36241.html

Media Package
https://pmdb.porsche.de/newsroomzips/bad723cd-358f-4088-865d-c24626c00a55.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart