

Panamera in the Middle Kingdom

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19/09/2017 The new Panamera enters the Chinese market. To accompany its start, a driving tour themed “Courage for a Time-Out” was rolled out between Mogan Mountain and the picturesque Taihu Lake.

How will the new Panamera perform within the Chinese market? Dr. Stefan Utsch, Director Sales & Marketing, Product Line Panamera, is confident. “Over the past year, this luxury sedan with pure sports gene has been popular among Porsche fans across the world. China, as Porsche's largest single market, will be a significant foothold for the Panamera.” Utsch said, “Currently we've brought 13 unique variants to the Chinese customers to meet their needs for diversified uses in different scenarios. The rising order volume has surpassed our expectations, and we are very confident in the Panamera's market performance in China.”

With its innovative design, future-oriented infotainment system, re-adjusted chassis and a series of advanced assistance systems, the new Panamera has set a new benchmark in the premium comfort of

luxury sedans. Journalists recently had the opportunity to experience the car in a scenic drive between Mogan Mountain and the Taihu Lake.

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Exclusively for the Chinese market, from October 2017 there will be a new long version of the sports saloon Panamera. It is characterised by the extended and individualised standard equipment of the Executive range. The increased 150mm wheelbase makes the model even longer, while significantly optimising the rear space. Equipped with a panoramic sunroof, comfortable electric rear seat with a comfortable headrest and optional Porsche Rear Seat Entertainment system, the new Panamera Executive variants are able to transform either into a mobile luxury business office, or a home theatre, that makes the whole journey a memorable one.

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