Customized countdown: Taycan joins Porsche Track Your Dream

21/01/2021 The Taycan model line is now included in Porsche Track Your Dream, allowing future owners to follow their car's journey from production to delivery

Taycan customers are now able to keep up with the exciting arrival of their new car in Porsche Track Your Dream (PTYD). First launched with the iconic 911 sports car in May of last year, PTYD is an online service where future owners can stay up to speed on their unique vehicle through its production, transatlantic journey and, ultimately, arrival at the dealership for delivery.

Once an order is placed, the customer receives a personal email invitation to follow their car in PTYD, which is part of the My Porsche portal, available in web browser and mobile app. Fourteen milestone events include 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.

The fully-electric Taycan recently celebrated its first year on American roads and saw strong demand with 4,414 customer deliveries in 2020, led by California which accounted for about one-quarter of the sales.

The entire Taycan and 911 model lines are now enrolled in Porsche Track Your Dream. The service has been developed by Porsche Digital, Inc. in close cooperation with Porsche Cars North America, Inc.

Info/Help

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

Consumption data

Taycan with Performance Battery (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

Path: media/Images/img_1.jpg
Title: Taycan, 2021, Porsche AG
Subline: The 2021 Porsche Taycan is expected to arrive at U.S. dealerships starting early Spring.

Path: media/Images/img_2.jpg
Title: 911 Targa 4, 2020, Porsche AG
Subline: Porsche Track Your Dream is available for the Taycan and 911 model lines.

Link Collection

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