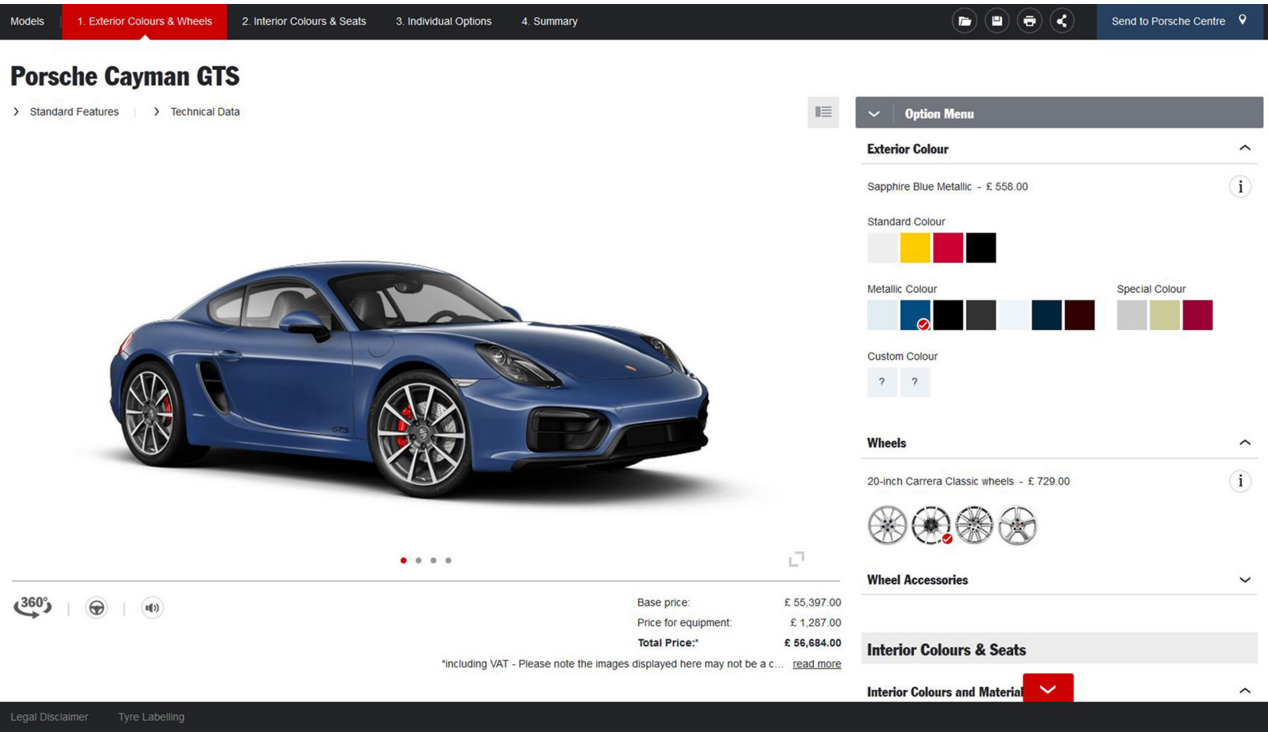


Porsche Car Configurator raises the bar

This article reflects the status at the time of its publication. The content may since have become outdated.

02/04/2015 The new online sales-support system is now made perfect to accommodate tablets, smartphones and desktops – a world's first in the automotive industry.

Put together your very own Porsche, comfortably using your tablet-PC while selecting the type of leather, wheels and equipment using your smartphone. This enables now the optimised Porsche Car Configurator.

Porsche is setting new standards in terms of digital content and exclusivity as well. The Car Configurator offers more than a sextillion different illustration facilities, for example for the iconic Porsche 911 Carrera, as well as for every other sports car model. Advanced references display exclusively designed combinations and other customer's favourite choices, thereby additionally supporting the selection process.

After choices are made, 360-degree images and animations bring the Porsche to life on the user's display. The draft of the dream car can then be quickly shared with friends and family. Your Porsche Center salesman can digitally request your online configured dream car and combines visualisations with real material samples: The Porsche of your dreams will become reality in the Porsche Fitting Lounge.

On average, it takes 16 minutes to configure a vehicle. With its new Car Configurator, Porsche is responding to the growing technical flexibility and mobility of its customers because by now more than 40 percent of visitors to porsche.com access the website via mobile devices.

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