

Porsche pilots a new digital distribution format

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21/06/2018 A digital experience with a unique format: A total of seven Porsche Centres across Canada are the first Porsche dealers worldwide to offer virtual guided tours through the exhibition rooms, as well as online consultations.

Porsche AG is expanding its range of digital services even further: Whether at home or on the road, customers and fans of the brand can immerse themselves in the world of their Porsche dealer, have an employee present individual vehicles to them, or have a specific sales conversation. Using a web-based solution, virtual contact can be established between visitors and Porsche employees, enabling an individual conversation without physical being in the same location.

Porsche Digital is developing the option of free online consultations together with Porsche Canada and The English start-up GoInStore. The aim is to offer a seamless experience in the digital world, in which

individual a consultation is possible just as it would be a during an actual visit to a Porsche Centre. “Combining innovative technology with personal interaction creates the kind of experiences that Porsche customers know and expect.

The Porsche Centres around the world are still the central points of contact; we want to make these accessible virtually using new applications”, explains Thilo Koslowski, CEO of Porsche Digital. According to Koslowski, Porsche wants to offer its customers convenient ways to browse our dealerships digitally without the need to make a long journey, especially in areas where individual Porsche Centres have very large catchment areas. In the first ten months, more than 1,000 interested customers have already taken advantage of the new virtual services.

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