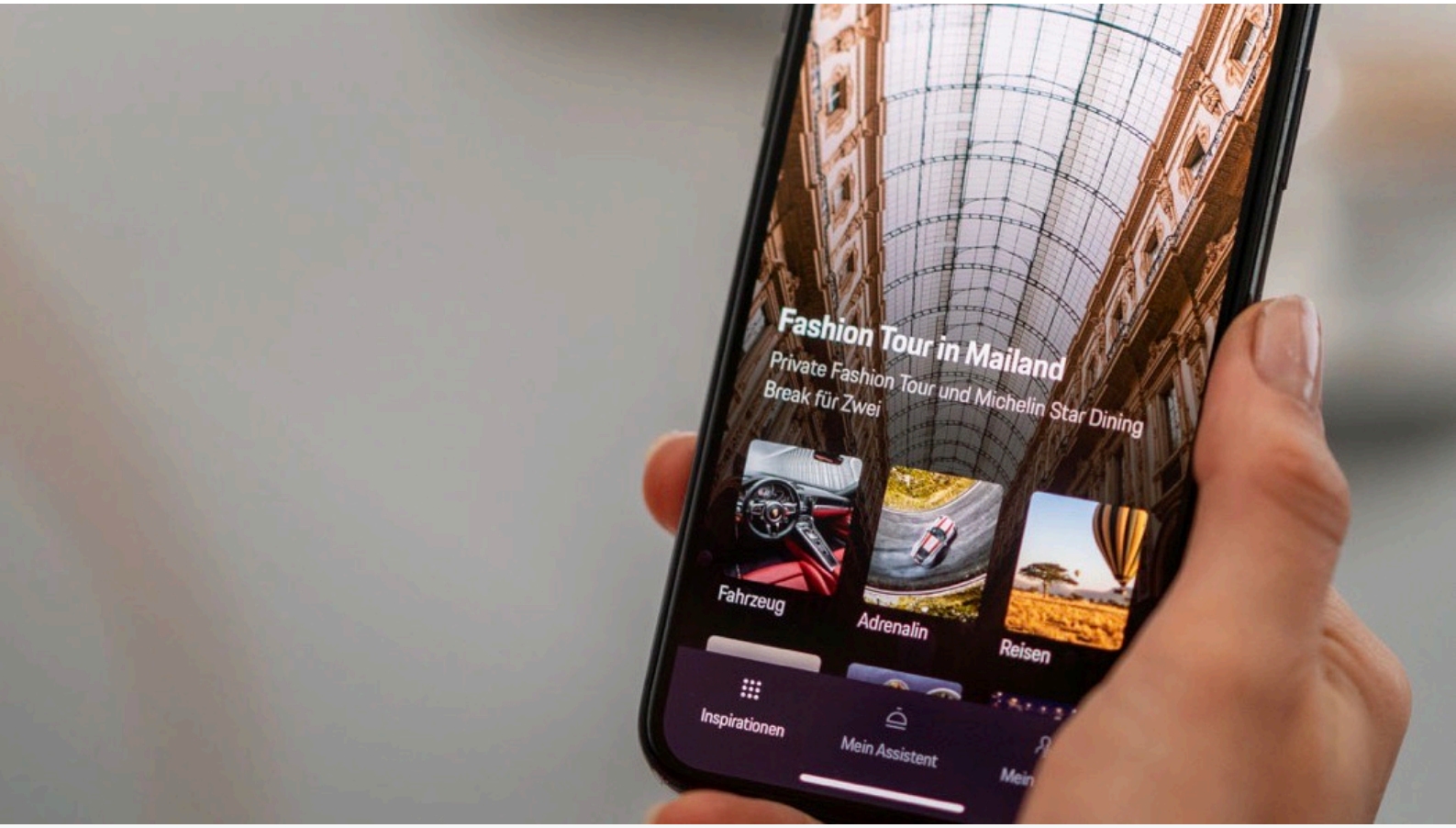



# The “Porsche 360+” lifestyle assistant comes onto the market

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 The content may since have become outdated.*

03/12/2018 A personal assistant as a constant digital companion: Porsche 360+ offers services that make everyday life easier for customers, and opens up access to exclusive experiences.

From the gift you need to find at short notice, or custom travel plans, to tickets for a sold-out concert: personal assistants deal with your day-to-day and exclusive requests, and are available to you 24/7. Requests that are more out-of-the-ordinary can also be fulfilled with the support of certified partners. The Porsche 360+ app is available now as a pilot project for iOS, initially restricted to 911 users, at a cost of €99 per month.

The product is not only intended for Porsche owners: “Porsche is synonymous with fascinating experiences – including beyond the car. We want Porsche 360+ to provide our customers with unforgettable moments, and give them the gift of time. Our objective is to recognise and fulfil individual

requests," comments Thilo Koslowski, CEO of Porsche Digital.

The Porsche 360+ app also bundles all relevant information in a dashboard format. This makes it possible to track and control requests and also access the suggestions offered by the lifestyle assistant. In addition to the current status of personal requests, customers can also use the app to contact their personal assistant via messaging, email or phone call, and can share information with the assistant by uploading a photo.

Porsche 360+ also offers the customer inspiration in various categories, such as experiences and possible services. This includes, for example, vehicle services such as a premium hand wash at a preferred location. But the digital lifestyle assistant also provides inspiration when it comes to restaurants and travel, with hand-picked options. Exclusive advantages are also included, such as access to selected business clubs for Porsche 360+ customers – for example, they can use conference rooms at airports. Porsche 360+ can be downloaded from the App Store for iOS. Customers can find more information on 360plus.porsche.com.

**Link Collection**

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