

On the road in California with the Cross Turismo

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06/06/2018 Malibu is famous for its celebrity residents, and another eye-catching newcomer has now joined the ranks of Hollywood stars: the Porsche Mission E Cross Turismo.

For many, California is a dream destination. Home to Los Angeles, the city of the stars and starlets, the dream factory that is Hollywood, the high-tech paradise of Silicon Valley, unique landscapes within various national parks and State Route 1 – all these attractions and much more make this state on the west coast one of the most diverse places in the United States of America.

The resulting mixture of economic power, suitability as a research site and the trend-setting, environmentally conscious people that live here have transformed California into one of the most important markets for electric mobility in a very short period of time. By extension, it is the perfect place for Porsche to introduce its latest concept study, the Mission E Cross Turismo, to a select circle of

journalists.

20 media representatives had the opportunity to test the CUV

A total of 20 media representatives from 10 different countries recently had the opportunity to test the fully electric Cross Utility Vehicle (CUV) in and around Malibu. The 4.95-metre-long concept vehicle with all-wheel drive and delivering more than 600 hp (440 kW) features an 800-volt architecture and is ready for charging on the fast-charge network.

Stefan Weckbach, Head of the BEV Model Series at Porsche, was the on-site expert available to speak to and answer questions from the journalists. According to Weckbach: “The road-ready Mission E Cross Turismo is a continuation of the Mission E study that we presented at the International Motor Show (IAA) in 2015. The CUV is especially interesting because some near-series elements are already being used in the interior.”

The Mission E Cross Turismo gives an insight into how a Turismo variant with cross-utility attributes could look in the future: a vehicle that is suitable in equal measure for travelling, everyday life and adventure, and a versatile companion in the city or in the country. A highlight of the Mission E Cross Turismo is a new display and control concept. Intuitive operation and information such as the head-up display optimally positioned in the driver’s field of vision do not distract the driver.

It will soon become clear whether the Mission E Cross Turismo and its attributes impressed in Malibu: The reports from the participating media representatives will be published within the next few days in the USA, Germany, China, Great Britain, Norway, Canada, France, Russia, Switzerland and Italy.

Link Collection

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