

New all-electric Macan makes its customer test drive debut in China

02/12/2024 Alongside a high-speed selection of classic Porsche legends from road and racetrack, the new all-electric Porsche Macan has been made available for customers in China to test drive on the Shanghai International Circuit.

Running from 22 November to 2 December, Porsche has been hosting a first-of-its-kind track-driving experience for racing enthusiasts, with cutting-edge sports cars and historic legends on track at the Shanghai International Circuit. As the highlight of this event, the new all-electric Macan 4 and Macan Turbo made their debut for their first customer test drives in China.

For this event, the likes of which have not been seen before in China, Porsche brought the new all-electric Macan and the new Taycan, as well as the iconic 911 and the new Cayenne, showcasing Porsche's timeless brand identity in terms of both internal combustion and electrification.

In addition to the track driving experience, the Porsche Heritage and Museum team has been showing a number of treasured classic sports cars to link past and future. Guests at the event have also had the

opportunity to appreciate the unique appeal of the all-electric Macan Exclusive Style series, including Macan Concept Ultra, Macan Concept Nightfall, Macan Concept Glow and Macan Concept Mystic. The series demonstrates some of the breadth of opportunity when it comes to individualisation with Porsche, and further emphasises the lifestyle positioning of the Macan.

“At Porsche, we believe that performance is a holistic concept, encompassing not just acceleration and top speed but also braking, cornering, and overall vehicle dynamics,” says President and CEO of Porsche China, Alexander Pollich. “This track driving experience shows how much the new all-electric Macan is a pure sports car.”

Classic heritage

This event has not just been a track experience but has also been a real feast of sports cars from Porsche's back catalogue. Guests have been experiencing firsthand the seamless blend of tradition and modernity that defines the Porsche brand, watching legendary cars in action on the racetrack and reflecting on the icons' storied histories. These sports cars not only bear witness to Porsche's extraordinary history but have also always pointed to future innovation.

The cars on show have included many superstars, including special milestone vehicles from Porsche's history, borrowed from the Porsche AG corporate collection. For example, the Porsche Heritage and Museum team took: an early 911 – a timeless legend of the sports car world; the legendary 959 Paris Dakar that survived 14,000 kilometres across the African desert to win the Paris-Dakar Rally; a Carrera GT super sports car – a dream car for so many enthusiasts due to its exceptional performance and stunning design; a 917/30 Spyder, the most powerful Porsche racing car ever built; a 550 Spyder; a 911 GT1; a 918 Spyder – the plug-in hybrid super sports car that reflected Porsche's forward thinking of the time; and the three-time champion of the 24 Hours of Le Mans, the 919 Hybrid.

These legendary cars not only represent the history of Porsche but also its clear vision of future innovation. Whether they have been being put through their paces on the track or have been quietly standing in the pits, the spirit of Porsche sports cars has been perfectly showcased at the event. Alongside them, and bringing it right up to date, the new all-electric Macan has showed itself to be unmistakably every bit as much a Porsche.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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).

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