

The new Porsche Card – mobility redefined

11/11/2025 With the new Porsche Card, Porsche is setting a milestone for a seamless, networked and brand-typical exclusive mobility experience. It combines innovative digital services, premium benefits and iconic design – designed for people who expect more than just a credit card.

The new Porsche Card offers more than just the simple payment function, it is the key to the Porsche world. With its extended service package and iconic design, it is a symbol of individuality, comfort and exclusive customer experiences – digital, physical and emotional. Porsche Card holders enjoy access to airport lounges worldwide for relaxed travel at the highest level. They can park at airports and in city centres at a reduced price and conveniently with automatic billing. They benefit from attractive special conditions for charging, refuelling, workshop service, in hotels and stores as well as in numerous destinations of the Porsche Group. In addition, the offer includes – as before – a comprehensive insurance package for travel and shopping, which automatically protects without additional effort.

“Feel Porsche in every moment.” With this motto, the new Porsche Card promises the Porsche spirit in credit card format. The comprehensive service package is specially tailored to Porsche customers and

focuses on experiences, comfort and convenience. At the heart of the card are services from the areas of Porsche Family, Exclusive Lifestyle, Mobility and Peace of Mind. Popular benefits such as free Avis Priority airport parking or the comprehensive insurance package have been retained and expanded to include many other services: For example, cardholders enjoy access to worldwide airport lounges with the Priority Pass, an exclusive one-hour One2One training course at Porsche Experience Events and a seamless city parking experience in APCOA car parks with "First Hour Free" offer. In addition, they receive an unlimited refund of 0.25 percent on almost all card transactions. At participating Porsche Centres, they can have vehicle fluids (except fuel) refilled free of charge (Liquid Flat). Another novelty: the new card can also be used as a charging card at all charging stations that are accessible with the Porsche Charging Card. In addition, customers of the Porsche Charging Service receive a refund when charging. The Porsche Card also offers special conditions for refuelling at participating Shell stations.

The Porsche Card sets new standards with its iconic design: The card is made of metal, with polished edges and a profiled surface. Its value is noticeable from the very first touch. The engraved "Porsche" lettering rounds off the minimalist design. In addition to the standard black colour, customers can choose six iconic vehicle colours to match their personal sports car: Carmine Red, Irishgreen, Gentian Blue Metallic, Ruby Star Neo, Bahamayellow and 89Sohobrownmetallic for an extra charge.

For the sports car manufacturer, the new generation of the Porsche Card represents a quantum leap. The interdisciplinary team of Porsche AG and Porsche Financial Services broke completely new ground: Porsche is now replacing its previous co-branding with a direct bank with a card-as-a-service model. The sports car manufacturer relies on international partners*: the card issuer is the Finnish fintech company Enfuce, the payment processing partner is Visa, and the Swedish bank Nordiska acts as a lender. With the help of this new set-up, Porsche is striving to scale the credit card internationally. The Porsche Card will be launched in Germany on November 11, 2025. In the second step, the introduction in other European markets is planned.

Exclusive experiences in the midst of the Porsche family

"From the very beginning, it was our vision to offer our customers a holistic service. With the new Porsche Card, we can now fulfil their wishes even better," says Wolfgang Ratheiser, Head of Corporate Finance and Treasury at Porsche AG. Volker Reichhardt, Managing Director of Porsche Financial Services GmbH, also focused on customers when developing the credit card: "With the new Porsche Card, we want to create a convenient and inspiring experience. Our customers should unmistakably feel at every moment: That's Porsche, through and through." The integration into the My Porsche app also serves this requirement. Customers can apply for the card completely digitally and receive their virtual Porsche Card in real time through instant issuing. After that, the following applies: Simply pay with Apple Pay. On all Apple devices**. The Porsche Card is immediately ready for use and existing vehicle and mobility services are automatically integrated. In addition, customers are seamlessly integrated into the Porsche ecosystem, which offers many exclusive experiences in the midst of the Porsche family – such as in Porsche Experience Centres, the Porsche Museum or the Porsche Tennis Grand Prix.

The new Porsche Card costs 356 euros per year. The previous Porsche Card S will remain valid for all existing customers for a few months. Anyone who wants to apply for the new Porsche Card can now do so in the My Porsche app. Further information can be found under www.porschecard.de/en.

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***Conditions apply.*

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