

Two worlds, one drive: Porsche and the hip-hop phenomenon

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30/06/2021 In the tenth episode of the 9:11 Porsche Podcast, music journalist Niko Backspin and German rap legend Kool Savas discuss the 'Back to Tape' content format, the youth culture of hip-hop, and the values that are important for positive social interaction.

Hip-hop and Porsche: at first glance, the world of engines seems so different to that of MCs. But ever since the premiere of 'Back to Tape' in April 2018, a partnership has formed that looks beyond potential borders and gives culture an open space. During his travels across Europe with the project, music journalist Niko Backspin has explored the roots of rap, DJing, breakdancing and graffiti. In addition to two documentaries, a travel and cultural guide to European hip-hop has been created, showing how a shared culture-based value system can build bridges that span all kinds of barriers, including language. German rap legend Kool Savas shares the same spirit, noting tolerance as an essential component of hip-hop.

Pioneering spirit, quality and respect

In the latest episode of the 9:11 podcast, Porsche's Vice President Communications, Sustainability and Politics, Sebastian Rudolph, is joined by Kool Savas and Niko Backspin as they explore the shared values of hip-hop and Porsche: pioneering spirit, quality and respect. Savas, a charismatic German-Turk, has achieved almost every music industry goal. Described as the King of Rap, he is often quoted and has won many awards. Savas is also the face of the Berlin episode of 'Back 2 Tape' as well as being a proud Porsche owner and fan. "I often compare what I do with what Porsche stands for: quality," says the MC. "I've always liked that image – and that's what I've tried to project onto myself."

Niko Backspin also sees parallels. The pioneering spirit of both worlds drives him: "Just like Porsche created a completely new kind of sports car that didn't exist before, the hip-hop world was also created as a new space for art and culture," says the Hamburg-based journalist. And that's not the only thing these seemingly separate worlds have in common: on Porsche's podcast, Kool Savas talks about his interests – music, art and the chance to create something new. He and Niko Backspin were able to explore these same passions in Porsche's upholstery workshop, which they visited for the podcast: "It's fascinating – there's so much attention to detail there."

Hip-Hop culture in Europe: Back 2 Tape

The 'Back to Tape' format features the same amount of passion. On the podcast, hip-hop expert Niko Backspin takes listeners with him on his trip, where the journey is the destination itself. It's a road trip that not only illuminates just how multifaceted this global youth culture is, but also shows that hip-hop fans all over the world speak the same language. The project is an invitation to openly embrace European hip-hop culture with all its diversity.

Who recognises the sounds of Porsche?

As in music, sound plays a very special role in this episode of the 9:11 Porsche Podcast. Tasked with taking part in a quiz, the two guests have to match engine sounds to the correct Porsche models. Do they pass with flying colours? Find out by listening to the latest episode – available now, free, on all podcast platforms. Listeners can also look forward to a giveaway, with the chance to win a signed copy of the book 'Hip Hop Culture', from the publishing house Delius Klasing.

Info

All of Porsche's podcasts can be found at newsroom.porsche.de/podcasts and on all popular podcast platforms.

Consumption data

911 GT3 (Predecessor model)

*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).

Video

https://newstv.porsche.com/porschevideos/ 183625_en_3000000.mp4

Image Sublines

Path: Two worlds, one drive: Porsche and the hip-hop phenomenon/Images/img_1.jpg
Title: Kool Savas, Niko Backspin (l-r), 2021, Porsche AG
Subline: Kool Savas and Niko Backspin

Path: Two worlds, one drive: Porsche and the hip-hop phenomenon/Images/img_2.jpg
Title: Niko Backspin, Kool Savas (l-r), 2021, Porsche AG
Subline: Niko Backspin and Kool Savas in the saddlery (masks were taken off just for the photo).

Path: Two worlds, one drive: Porsche and the hip-hop phenomenon/Images/img_3.jpg
Title: Niko Backspin, Sebastian Rudolph, Kool Savas (l-r), 2021, Porsche AG
Subline: Niko Backspin, Sebastian Rudolph and Kool Savas (l-r)

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart