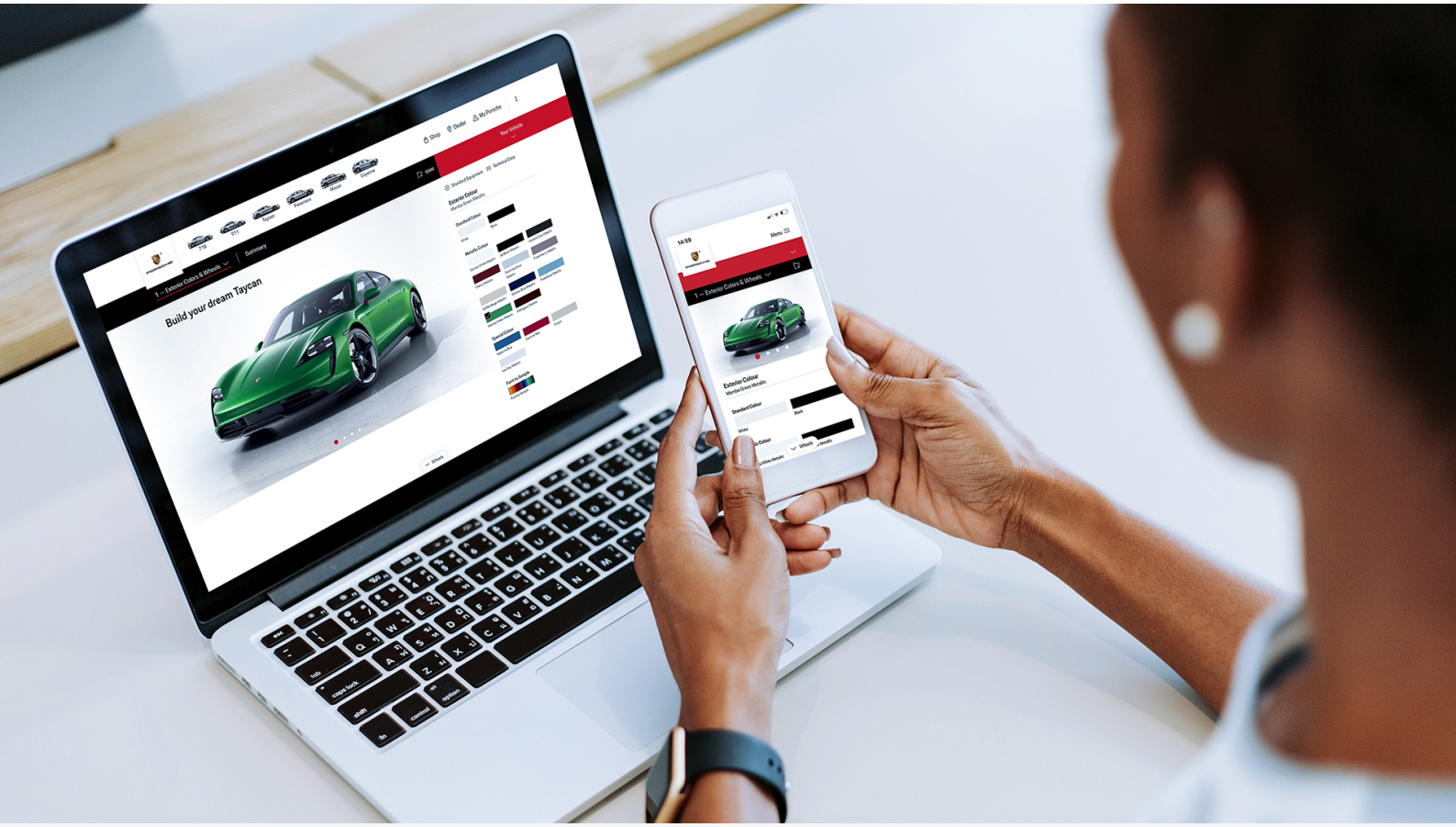


Porsche expands online sales to include customer-configured cars

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 The content may since have become outdated.

05/10/2022 Porsche is adding new options for those wishing to buy its cars online. The Porsche Car Configurator has been completely redesigned and now offers numerous new functions and views. Users can now pre-order customer-configured cars online, too. The new functions will initially be rolled out in Germany, with other markets to follow.

Porsche customers will soon be able to design their own dream cars online using a new configurator. The Porsche Car Configurator can also now be used to pre-order vehicles directly. The new functions will initially be available in Germany and will be launched in Spain and Portugal in the coming weeks.

Porsche Car Configurator with expanded functions

Thanks to a plethora of new functions and views, the new generation of the Car Configurator is now even more intuitive and offers a noticeably enhanced experience. The new features include expanded views of the vehicle in even higher quality and with more backgrounds. Almost all options are now visually represented in real time – from the different variants of the design packages to details such as decorative stitching. Users are also guided through the configuration process in a targeted manner.

“With the new functions, we have reached a milestone on the way to a highly attractive digital service for buying a Porsche,” says Robert Ader, Chief Marketing Officer (CMO) at Porsche AG. “We have completely revamped the Porsche Car Configurator with the objective of enabling maximum customisation while making the configuration and buying experience as intuitive as possible. The result is a more inspiring, simple and compelling customer journey.”

Online pre-ordering even for customer-configured vehicles

Customers could already request and order in-stock new and used cars. Thanks to the new functions, this will now include customer-configured vehicles as well, which can be pre-ordered from the desired dealer directly in the Car Configurator. The sale is then finalised at the Porsche Centre. The process is part of the brand's omnichannel approach, which is designed to allow customers to move seamlessly between digital and physical contact points.

“Our customers get the best of both worlds – and Germany is once again the pilot market for the expanded functions in online sales,” says Alexander Pollich, Chairman of the Executive Board of Porsche Deutschland GmbH. “The customer's dream car can now be configured and pre-ordered from the comfort of home. At the same time, we will continue to focus on the dealers as the central point of contact for the customer and foster that personal contact with our brand.”

Porschelaunched online car sales in Germany in 2019 and has been steadily expanding the offering ever since. Online vehicle searches are now available in 100 markets around the world, and cars can be ordered online in 32 of them.

“Many European markets have played a role in shaping the further expansion of online vehicle sales from the outset and are now the first that will be able to offer their customers the expanded functions,” says Marco Schubert, Vice President Region Europe at Porsche AG. “The experience of the past few years has shown that the option of an online purchase is increasingly important to European Porsche customers. This is why we want to offer the expanded options in Spain and Portugal in the coming weeks and have planned the rollout in numerous other countries in Europe for 2023.”

MEDIA ENQUIRIES



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