

Porsche starts web TV format “9:11 Magazine“

29/03/2017 Nine minutes and eleven seconds of technology, lifestyle and sports: Porsche is expanding its online communication with the new web tv format “9:11 Magazine”.

Under the link 911-magazine.porsche.com, the sports car manufacturer presents entertaining and useful information about everything relating to Porsche. The scope ranges from the presentation of new cars to experiencing Porsche to milestones in the company's history. The web tv format supplements the Porsche customer magazine “Christophorus” and will also be published five times a year in German and English. The “9:11 Magazine” offers a special service to online editors: They can use complete episodes or individual segments. Additional footage material and pictures are also freely avaibly for journalistic purposes.

“The 9:11 Magazine sparks emotions, ably explains technical and technological developments and provides interesting insights into the past, present and future of Porsche. People are at the heart of the magazine. They tell stories that are supposed to reach and be remembered by the viewers”, says Josef Arweck, Vice President Communications of Porsche AG.

Episode 1: Courage

Take Walter Röhrl as an example: In the first magazine episode with the motto “Courage”, the two-time rally world champion and best racing driver of his day describes the legendary night of Arganil – and how he as a newcomer outclassed the entire world elite. A different segment deals with the 911’s most courageous colours. “Courage to take time off” depicts the journey through the spectacular Scottish countryside in the Porsche Panamera. The legendary transaxle models document the special courage of the Porsche developers. “Pure”, the second episode of the TV-magazine, will be dedicated to the iconic sports car 911.

The “9:11 Magazine” is another building block in the digital information provided to journalists, online multiplicators and social media multiplicators by Porsche Communications. The main focus is on the Porsche Newsroom. The portal is a corporate blog, online magazine and social media hub in one. Additionally, current updates can be found on Twitter in real time: The account @PorscheNewsroom provides information on all topics relating to Porsche and currently has about 436,000 followers; @PorscheRaces is the Twitter channel for all GT motor sport activities; @Porsche_Team reports on Porsche’s LMP1-team’s test drives and races. Porsche also has its own channel on “Drivetribe”, the online community of the former Top Gear makers Clarkson, May and Hammond. The Instagram account @porsche_newsroom supplements the provided information with exclusive photos.

You can find more information about the brand Porsche on the official websites www.porsche.com, www.facebook.com/porsche, www.youtube.com/Porsche.

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