

Vehicle Subscription Programs: Porsche enlarges offer in the U.S.

27/08/2020 With an increased focus on consumer choice in an age of new mobility models, Porsche Cars North America (PCNA) introduces a monthly Single-Vehicle Subscription program in Los Angeles, Atlanta, Phoenix, and San Diego.

Starting September 25, the program offers members access to a single Porsche model for one or three months, for an all-inclusive fee. The new option coincides with the expansion of its existing Multi-Vehicle Subscription and Rental programs to Los Angeles, the largest city yet to host the Porsche programs.

Customers will be able to choose from a variety of current Porsche model variants for shorter-term vehicle access than a traditional lease or purchase. To sign up, individuals can download the Porsche Drive app available on Apple and Android devices to apply for membership.

Reaching new target groups

Porsche is forging ahead with Multi-Vehicle Subscription after the initial experience has shown it reaches new audiences for the brand. In all existing markets, 80 percent of participants have been new to Porsche, many are younger than the average age for current Porsche buyers or lessees, and more than a third enroll for at least four months. Adding a single-vehicle option reflects a preference among some members to stay in one model instead of switching vehicles.

"Porsche Drive" as the new brand umbrella

At the same time, Porsche is rebranding its mobility offerings. What had been the monthly subscription program Porsche Passport will now be Porsche Drive – Multi-Vehicle Subscription in North America, and the shorter-term offering will be Porsche Drive – Rental. Similarly, the new monthly subscription program with access to one vehicle will be Porsche Drive – Single-Vehicle Subscription.

All Drive programs include deep cleaning of cars between users and social distancing at delivery and pick-up, as well as other measures to protect the safety of customers and staff. More details can be found here.

Different subscription and rental options in the U.S.

- Porsche Drive – Single-Vehicle Subscription grants members access to a single Porsche model for one or three months. When signing up for the program, members can choose from a variety of current model variants for their monthly subscription. With the exception of fuel, all operating costs including vehicle maintenance and insurance are a part of the flat monthly fee that varies depending on model variant.
- Porsche Drive – Multi-Vehicle Subscription is a monthly program that offers members unlimited vehicle swaps at the touch of an app. With the exception of fuel, all operating costs including vehicle maintenance and insurance are a part of the flat monthly fee.
- Porsche Drive – Rental offers shorter commitments than a month, such as weekend getaways or vacations. It is also app-based, with usage options for one or more days.

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MEDIA ENQUIRIES



Lena Rachor

Spokesperson Sales and Marketing (ad interim)
+49 (0) 170 / 911 1526
lena.rachor3@porsche.de

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