



Porsche Sell Direct 2.0 – More features and improved user interface to accelerate Omnichannel experience

14/09/2023 Porsche Cars Australia has relaunched its Sell Direct application, which allows existing Porsche owners to connect exclusively with participating Official Porsche Centres to sell their pre-owned Porsche sports car.

The updated Porsche Sell Direct app further enhances the Omnichannel experience for users by providing new features for trade-in valuations and pre-owned vehicle sales.

In just minutes, Porsche owners can create a listing for their Porsche sports car and have Porsche Centres around Australia place conditional offers for their car in a digital 24-hour auction. Dealer and owner information remains anonymous until the owner accepts an offer.

The upgraded Sell Direct platform creates a more engaging end-to-end customer experience with new features, a revised user interface, and a centralised management portal for Porsche centres from which to operate.

Using Sell Direct is simple. Porsche owners will receive an instant "valuation range" before they submit their car for sale and Porsche Centres will be notified of new listings through the app in real time. The app also offers click-to-call and instant messaging to streamline the communication process between Porsche Centres and customers.

Porsche Cars Australia has recently partnered with FLIPACAR to enhance the current Porsche Sell Direct application that facilitates live bidding and communication via desktop or mobile devices.

"With Sell Direct we are creating a stronger Omnichannel ecosystem for our customers and dealers," said Daniel Schmollinger, CEO and Managing Director, Porsche Cars Australia.

"The continuous development of the platform and the exclusivity of the experience allows us to bring owners and Porsche Centres closer together."

Info

The Porsche Sell Direct App is now available to download here for both Apple and Android handsets.

Further information is available at selldirect.porsche.com.au.

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