

Tribal triumph

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20/03/2018 After taking the lead on a new social media platform, Porsche has reached the remarkable milestone of 500,000 members with its official tribe on Drivetribe, the world's biggest and fastest-growing online automotive community.

In a little over a year on this dynamic new online platform – set up by The Grand Tour hosts Messrs Clarkson, Hammond and May – the tribe has explored new ways to share the world of Porsche with the company's ever-expanding global family. To-date, content on the site has accrued 15 million on-platform views, with 5.5 million impressions in one month alone across Drivetribe's wider social network.

Tribe leader Mark Webber and his team have been extremely busy, keeping abreast of the latest products and technologies, the ups and downs in top-tier motorsport and the revolutionary changes afoot in Zuffenhausen. And all the while celebrating the enthusiasts and owners – and Porsche's rich and varied history on both road and racetrack.

Porsche-owner Richard Hammond, who is one of The Grand Tour hosts behind the venture, said: "What Porsche has done on Drivetribe is spot on: they've taken us behind the scenes, engaged with the average petrolhead and it's a great place to share experiences, enthusiasms and – if you're me – embarrassing mistakes. It also means you can pretend to be properly up to speed on the what's happening inside your favourite marque, look back at all the glorious archive material and have a ringside seat at model launches and races."

Led by the social media experts in Stuttgart, and support from Porsche enthusiasts all over the world, Webber's 'tribe scribes' have enjoyed exclusive access behind the scenes at motor shows and press launches, getting the inside track on current and future concepts from CEO Oliver Blume and his inspirational designers and engineers, with questions suggested by the ever-growing army of tribe members.

Other highlights from an action-packed first year range from Finnish ice-driving with Walter Röhrl; co-driving in a 550 Sypder with Hollywood actor and racing driver Patrick Dempsey at the Ennstal Classic in Austria; cold water surfing with the new Panamera Sport Turismo in Scottland; running with the Freunde Luftgekühlter Boxermotoren – Porsche's exclusive, internal air-cooled club in Weissach and delivering the first 911 Carerra 4 GTS from Reading to Stuttgart following a route crowd-sourced by tribe members, or 'Tribeys' as they're affectionately called by Webber.

The tribe was also there when a Cayenne towed an Airbus A380, and when a convoy of Porsche cars drove the full 5,403km Le Mans race distance across eight countries in just 66 hours.

An exciting 70th year unfolds

Along the way the team has enjoyed amazing access to the Porsche Museum and archive, and met key players from past and present, including racing luminaries such as Derek Bell and Richard Attwood, game-changing designers like Michael Mauer and Tony Hatter, and even a memorable chat with Dr. Wolfgang Porsche himself.

Stayed tuned to the tribe for plenty more from Mark and his team as this exciting 70th year unfolds and if you haven't already joined, sign up here.

Link Collection

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