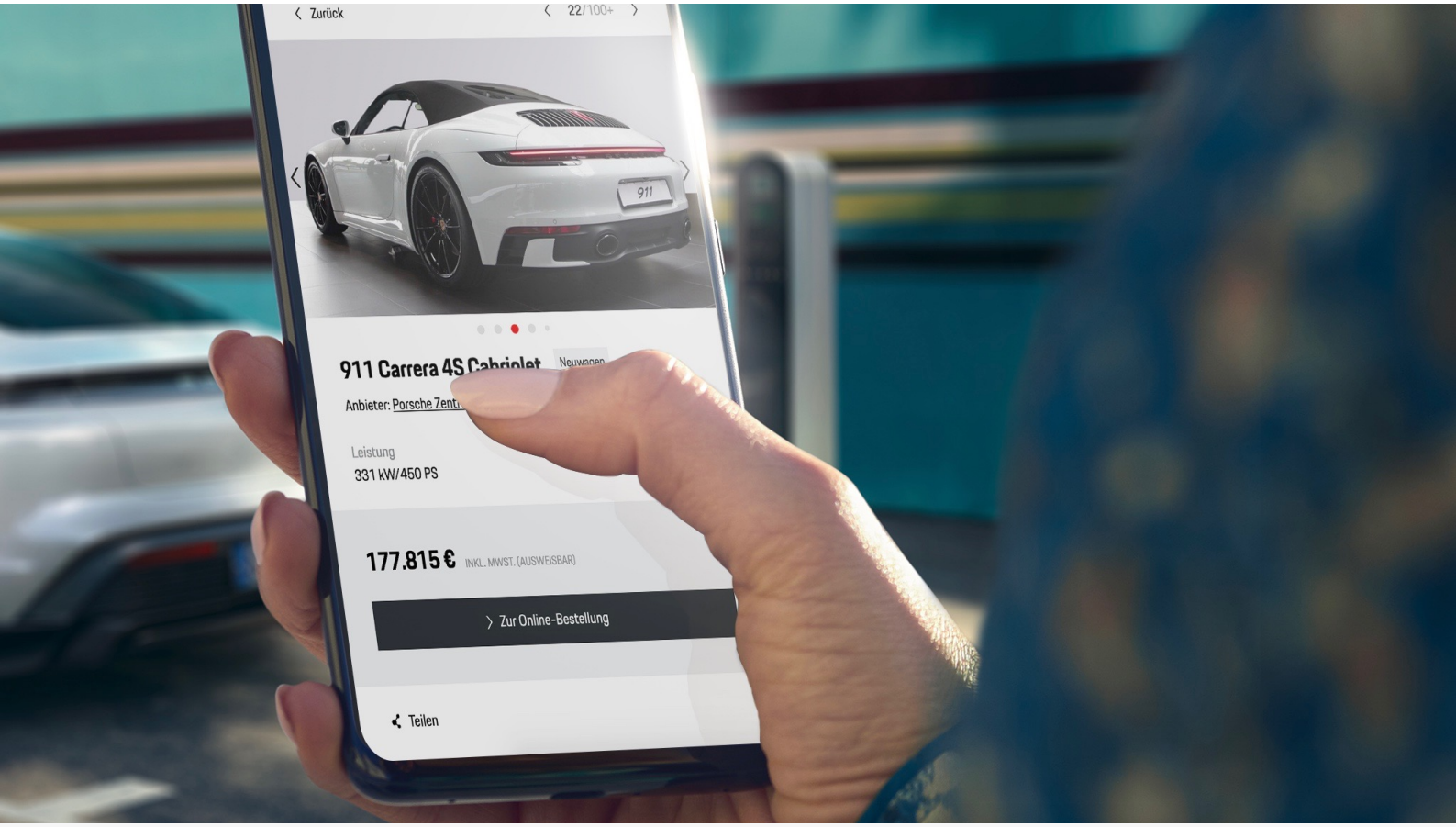


Porsche is digitising its car sales on the German market

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 The content may since have become outdated.

28/10/2019 Together with the 88 German Porsche Centres, Porsche has opened its own digital sales channel for immediately available new and pre-owned cars.

The sports car manufacturer will extend this channel to create a marketplace for Porsche products and services. Customers can now perform the most important steps for vehicle purchase online independently of time and place. Only customer authentication and final conclusion of the contract will initially still take place in the Porsche Centre.

“Today, customers move between the digital world and physical retail as a matter of course – our new digital marketplace meets this need and therefore makes the experience of purchasing a vehicle even easier and more convenient. We will continue to expand our overall digital ecosystem and, in addition to vehicles, also offer Porsche-specific mobility products and services worldwide,” says Detlev von Platen,

Member of the Executive Board for Sales and Marketing at Porsche AG.

“With the introduction of online car sales, we will safeguard the competitiveness of our Porsche Centres in the era of digitalisation. We are very proud of the fact that we can offer our customers a digital purchase option within the established Porsche environment – and can implement this integrated solution for Porsche on the German market for the first time,” says Alexander Pollich, CEO of Porsche Deutschland GmbH.

Customers can access the product range via www.porsche.de. There they can reserve their desired vehicle and choose between cash purchase and leasing. They can also obtain a no-obligation leasing offer from Porsche Financial Services here. If customers would like to trade in pre-owned vehicles, they can provide initial information for this online. The checkout is supported by a flexible end-to-end payment solution allowing a seamless and enjoyable customer experience and secure processing of sensitive data. Porsche customers can use their existing payment method connected to the Porsche ID to pay for the vehicle reservation.

Europe-wide roll-out will take place after the launch in Germany in 2020

The fact that the customer can carry out the main steps of a vehicle purchase online also means that the final contract conclusion at the dealer is much simpler and faster. More than 4,000 immediately available new and pre-owned vehicles of the German Porsche Centres can already be ordered online at the launch of the digital sales channel. The offering will be extended in the coming months. The Europe-wide roll-out will take place after the launch in Germany in 2020. Porsche is also launching digital retail in the United States, with 25 of the 191 U.S. Porsche dealerships currently offering in-stock new and certified pre-owned cars through the online pilot.

MEDIA ENQUIRIES



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Consumption data

911 Carrera 4S Cabriolet (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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