

Porsche Cars Australia launches new eCommerce Platform

17/10/2024 Porsche fans can enjoy a new online shopping experience with Porsche's launch of its new eCommerce Platform.

We are pleased to announce the completion of the development of a new Online Store to provide even easier online shopping access to our range of iconic and distinctive lifestyle products and accessories for every sports car lover.

The new platform utilises Shopify Plus to deliver an enhanced online customer experience that will bring together Porsche Lifestyle as well as selected Porsche Tequipment and Porsche Classic products in the same online shopping venue for the first time.

The Porsche Lifestyle product range, which includes clothing and luxury accessories, will feature the largest share of items available to purchase via the new Online Store. Customers will be able to select from a wide range of luxury lifestyle items and be the first to access new products as they become available.

The product portfolio also features selected items from the Porsche Tequipment vehicle accessories range along with the inclusion of Porsche Classic parts. Future plans include the expansion of both product categories as well as the potential addition of Porsche events and other experiences.

“Porsche is a leading luxury lifestyle brand and every touchpoint, both offline and online, is an opportunity to delight and excite our customers.,” said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

“Our new Online Store is the latest in a series of digital transformation projects. We have implemented these to enhance our customers' online experiences with us. From Porsche Drive Rental and the Virtual Porsche Retail Experience to our mobile applications such as My Porsche or the Porsche Sell Direct App, our new eCommerce platform will provide another exceptional online experience.”

Simple and flexible

The new Online Store is designed to make shopping online even more streamlined. Its enhanced usability will make locating items quicker. It will also make progressing through the online checkout easier, with users being able to complete their purchases by logging in with their Porsche ID.

The new Online Store is also designed to make product fulfilment and logistics management simpler, helping to ensure customers get exactly what they want as quickly as possible.

This new platform also provides greater flexibility when managing product lines, new collections and local collaborations.

This latest digital transformation project supports our long-term goal of delivering an all-encompassing online ecosystem for Australia's Porsche community. This is to ensure customers enjoy easy access to products, events and experiences through a seamless and immersive journey underpinned by automated systems.

Link Collection

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https://store.porsche.com.au/

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