Porsche Accelerates E-Commerce Strategy with Launch of New Pre-Owned Vehicle Search Platform

14/05/2020 Optimized vehicle search functionality by model variant, generation, interior and exterior colors as well as limited and special edition vehicles will provide seamless customer experience.

Porsche is fast-tracking its e-commerce strategy to meet growing customer demand for digital access to the brand. In the latest step, Porsche Cars North America, Inc. (PCNA) today launched its new pre-owned and Certified Pre-Owned vehicle search platform, Porsche Finder. With the launch of the new platform, PCNA is streamlining and enhancing the customer's ability to connect from home with one of the 192 U.S. Porsche dealerships and quickly find precisely the vehicle they're looking for. The new platform includes optimized search filters for model and generation, vehicle equipment and packages, pricing options, dealer inventory search without zip code, in addition to an expanded selection of interior and exterior vehicle colors (including cabriolet roof colors). Porsche Finder was developed in cooperation between PCNA and Porsche Digital.

"Now is the time to put our foot on the accelerator to make the Porsche digital experience as stellar as our cars," said Klaus Zellmer, President and CEO of PCNA. "Providing seamless access to our products is a top priority in our existing e-commerce strategy, with the goal of creating a one-stop shop for new and pre-owned vehicle search and purchase, which will follow down the road. For now, the new Porsche Finder platform for pre-owned vehicles will enhance the customer experience and greatly benefit our dealer partners."

The porscheusa.com website that hosts Porsche Finder has been optimized to enable search on mobile and tablet devices, as consumer data shows that over 50 percent of users conduct vehicle searches on a mobile device. With the goal of creating a more streamlined platform, the refined search parameters and dedicated communication channel with dealers will give customers greater flexibility to their vehicle of choice.

Porsche Finder is now live at: https://finder.porsche.com/us/en_US/

To further support pre-owned sales, PCNA, together with its dealer partners, is driving a host of initiatives under the banner of "Porsche At Your Service" (PAYS). This new program bundles online and home delivery options to make customer access even easier once they have located the vehicle of their dreams on the Porsche Finder platform.

Porsche Financial Services (PFS) is also doing its part in financing the mobility needs of customers. PFS is offering:

- Lease-end extensions: Porsche Financial Services (PFS) is offering up to a six-month extension on lease contracts, for all requests received through May 31, 2020, four months longer than the regular extension period, to give customers peace of mind that their mobility needs are secured.
- Payment deferrals: In addition to the longer lease extensions, PFS will, on a case-by-case basis, consider payment deferrals on both lease and retail contracts for customers who have entered into a contract prior to 5/1/2020. Most payment deferrals are 30-60 days based on individual need, which proved to be very beneficial to customers during the financial crisis of 2008.
- 90 Days to First Payment Finance Program: In states where the laws allow, PFS is offering a "90 Days to First Payment" finance program for new and Certified Pre-Owned vehicles, on retail finance contracts dated April 4 - June 30, 2020. This program is not available in Pennsylvania or Maine due to state regulations.
- 1.95% APR for 60 Months Finance Program: PFS is offering a 1.95% APR for up to 60 months on select New and CPO retail finance contracts dated on or between April 16 - June 1, 2020. The 1.95% program is compatible with the 90 Days to First Payment Finance Program. This program is only available to Level 1 (Tier 1 credit) qualifying customers.

MEDIA ENQUIRIES



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