



## A seamless connection between the online and offline worlds

22/02/2018 With the platform of My Porsche and the Porsche ID, the company offers new services for customers.

Since the launch of the current Panamera generation in 2016, Porsche Connect has expanded to include more than 40 countries. The systems and apps allow for connectivity between vehicles and between the vehicle and the outside world, e.g. customers' smartphones. With the introduction of the new Cayenne, numerous apps and features were added to Porsche Connect in 2017. It is now possible to control a wide range of Smart Home devices via the integrated infotainment system. Hazard alerts are also transmitted from vehicle to vehicle, enabling drivers to avoid hazard spots at an early stage. With the optimised and expanded voice control function, it is now possible to control even more functions – such as the air conditioning – using just your voice.

## A central platform for vehicle owners and fans

The sports car manufacturer has also introduced a central platform for vehicle owners and fans of the brand: My Porsche. In future, Porsche will place all of its offers and services here, and create a centralised access point via the Porsche ID. This can be used at the Porsche Centre, in the vehicle or on mobile devices. Customers can view their service history in the portal, as well as book service appointments, for example. Leasing and financing offers and items from the Porsche Driver's Selection will also be available digitally – along with many other services. The Porsche ID is not only explicitly directed at Porsche owners. Anyone can access their own personal Porsche world using a Porsche ID. The ID ensures the synchronisation of all data between the individual end devices and – in the case of Porsche owners – the customer's vehicles, meaning all data is available anywhere, at any time. My Porsche is currently available in 41 countries and will be gradually rolled out further, with the aim of securing one million active users by the end of 2018.

### Link Collection

Link to this article

<https://newsroom.porsche.com/en/innovation/digital-deep-tech/porsche-platform-my-porsche-connection-online-offline-porsche-id-customer-service-porsche-connect-panamera-cayenne-app-infotainment-14905.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/ca08b167-afcd-402a-b1bc-b04cf49dfa32.zip>