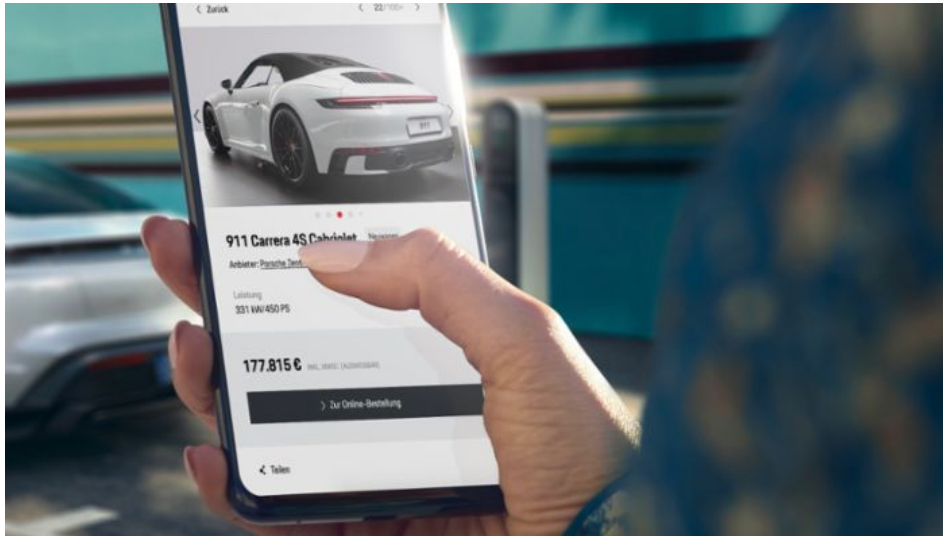


Company Oct 28, 2019

Porsche is digitising its car sales on the German market

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.



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