

Porsche opens brand exhibit

18/03/2016 As part of the brand exhibit “Fascination Sports Cars – The Future of Performance”, Porsche is presenting seven select show cars at the Volkswagen Group Forum DRIVE in Berlin – for example the 718 Boxster.

As part of this brand exhibit, Porsche is presenting seven select show cars at the “DRIVE. Volkswagen Group Forum” “Unter den Linden”. Among them the 718 Boxster will be officially revealed for the first time in Germany. “This is the first time we are giving automobile enthusiasts such an insight into our brand in the German capital,” emphasised Achim Stejskal, Head of the Porsche Museum. “At the same time, visitors can also experience our vision – ‘The Future of Performance’ – interactively.”

First, the visitor is welcomed by a model of a 550 Spyder in the exhibit area. The sports car manufacturer is showing its beginnings in motorsport and the development of typical Porsche DNA with this model. The open-air mid-engine sports car made a name for itself in the 1950s, in particular with its motorsport successes. On display across from this car is the 918 Spyder which shows the DNA for the sports car of the future. The 918 Spyder was the first vehicle internationally approved for street use to break the seven minute barrier for a lap of the North Loop of the Nürburgring with a time of 6 minutes 57 seconds. It can be driven in the city with zero emissions and nearly silently.

The new mid-engine roadster

Porsche is showcasing its forward-looking perspective with a selection of current models that are also part of the brand exhibit. For instance, the sports car manufacturer is presenting its new mid-engine roadster in Berlin 20 years after the first Boxster made its debut. In the 718 Boxster, Porsche is establishing a link to the tradition of four-cylinder flat engines of the 718 mid-engine sports cars that won numerous races back in the 1950s and 1960s, among them the legendary Targa Florio and Le Mans. The centrepiece of the new model series is the newly developed four-cylinder flat engine with turbocharging. The 718 Boxster on exhibit at DRIVE develops 220 kW (300 hp; combined fuel consumption: 7.4 – 6.9 l/100 km; CO2 emissions: 168 - 158 g/km) of power from two litres of displacement. Before its European market launch on April 30, the two-seat convertible will make its German show debut in Berlin.

Since 1963, Porsche has brought seven generations of the 911, the world's best-selling sports car, to the road. 911 fans can look forward to seeing the new 911 Carrera Coupé and 911 Carrera Cabriolet (991) models in Berlin. Powered by twin turbo engines for the first time, the latest 911 models attain new top figures in performance and efficiency. The exterior of the 911 Carrera is very appealing with its evolutionary yet further sharpened design. In addition, a very special top sports car is being exhibited. In the new Porsche 911 GT3 RS, Porsche overcomes the boundary between street sports cars and racing vehicles more than ever. It contains the maximum of motorsport technology that is currently possible in a 911 approved for street use.

Porsche 919 Hybrid: The winning vehicle

There is a world championship exhibit for visitors who are motorsport fans. The Porsche 919 Hybrid dominated in the 2015 race season of the FIA WEC (World Endurance Championship). In the second year after returning to the Le Mans prototype class, the LMP1, the race cars with start numbers 17, 18 and 19 won the three most important season trophies with the manufacturers' title, drivers' title and victory at Le Mans. In Berlin, visitors can see the winning vehicle that Porsche factory drivers Earl Bamber, Nico Hülkenberg and Nick Tandy drove to victory in the 24 Hours of Le Mans last year.

"Fascination Sports Cars" brand exhibit

Along with these seven vehicles, further insights into "Fascination Sports Cars" are communicated via technology models and interactive exhibits. Porsche E-Performance, for example, is explained by 3D holograms. Impressive animations illustrate – in three-dimensional perspective – important brand milestones based on the Panamera S E-Hybrid, the 918 Spyder and the Mission E concept car. In addition, not only can visitors test the new Porsche Connect app for themselves at a 718 Boxster that is on exhibit at a specially designed "Connectivity Corner".

At an “inspiration table” they can also directly interact with Porsche by configuring their personal vehicle or learning about Porsche’s technologies of tomorrow. Also awaiting visitors is a 360-degree rotating model of the engine from a current 911 Turbo S.

Customers can enjoy the fascination of Porsche

During their visit to the VW Group Forum interested persons can also test their power levels. Energy can be charged on a “performance card” at six interactive exhibits. Participants who are able to collect 100 per cent “Performance” get a souvenir gift. At the end of the exhibit, Porsche fans can also sit in a new 911 Cabriolet and have a photo taken to capture the moment.

For a special type of brand experience, interested persons can also rent vehicles of the current model range. The “Porsche Drive” mobility concept lets users explore the capital in a car of their choice, such as a Porsche 911, Boxster or Cayman. Customers can enjoy the fascination of Porsche for any desired time period between one hour and a maximum of one week. Vehicle rental, pickup and return are located at the DRIVE. Volkswagen Group Forum at the heart of the metropolis. More information is available at www.drive.porsche.com.

In addition, the brand exhibit will be a focal point of “Nachtschicht – Berlin Design Night” that takes place on June 3. Berlin agencies, studios, ateliers and showrooms will offer a look behind the scenes until midnight. On this evening, Porsche designers will present their creative work at the DRIVE.

Link Collection

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