



PORSCHE

Press release

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That Porsche feeling, even away from the vehicle

The “Porsche 360+” lifestyle assistant comes onto the market

Stuttgart, Germany. A personal assistant as a constant digital companion: Porsche 360+ offers services that make everyday life easier for customers, and opens up access to exclusive experiences. From the gift you need to find at short notice, or custom travel plans, to tickets for a sold-out concert: personal assistants deal with your day-to-day and exclusive requests, and are available to you 24/7. Requests that are more out-of-the-ordinary can also be fulfilled with the support of certified partners. The Porsche 360+ app is available now as a pilot project for iOS, initially restricted to 911 users, at a cost of €99 per month.

The product is not only intended for Porsche owners: “Porsche is synonymous with fascinating experiences – including beyond the car. We want Porsche 360+ to provide our customers with unforgettable moments, and give them the gift of time. Our objective is to recognise and fulfil individual requests,” comments Thilo Koslowski, CEO of Porsche Digital.

The Porsche 360+ app also bundles all relevant information in a dashboard format. This makes it possible to track and control requests and also access the suggestions offered by the lifestyle assistant. In addition to the current status of personal requests, customers can also use the app to contact their personal assistant via messaging, email or phone call, and can share information with the assistant by uploading a photo.

Porsche 360+ also offers the customer inspiration in various categories, such as experiences and possible services. This includes, for example, vehicle services such as

a premium hand wash at a preferred location. But the digital lifestyle assistant also provides inspiration when it comes to restaurants and travel, with hand-picked options. Exclusive advantages are also included, such as access to selected business clubs for Porsche 360+ customers – for example, they can use conference rooms at airports. Porsche 360+ can be downloaded from the App Store for iOS.

The new Porsche 911: more powerful, faster, and digital

The Porsche 911 is now entering the eighth generation together with Porsche 360+. The new 911 celebrated its world premiere on the eve of the L.A. Auto Show. It continues to set the standard when it comes to exclusive sportiness. Unmistakably committed to the Porsche design DNA, a much more muscular look, and an interior featuring a 10.9-inch touchscreen monitor, the new 911 is timeless – and modern. Intelligent control and chassis elements as well as innovative assistance systems combine the masterfully uncompromising dynamism that the classic rear-engine sports car is famed for, with the demands of the digital world.

The next generation of flat-six turbocharged engines has been further developed and is more powerful than ever before, with 331 kW (450 PS) in the S models*. The drive efficiency has been increased by way of an improved injection process and a new layout for the turbochargers and charge air cooling system. The power is delivered by a newly developed eight-speed dual-clutch transmission. Additional highlights include the new assistance systems, including Porsche Wet mode to make driving on wet roads even safer, and Night Vision Assist with thermal imaging camera, as well as comprehensive connectivity – which now also uses swarm intelligence. The 911's features are rounded off by three exclusive digital offerings: in addition to Porsche Road Trip, there is also the web-based Porsche Impact emissions calculator for neutralising your individual carbon footprint, and Porsche Road Trip for extraordinary journeys.

Image material available in the Porsche Newsroom (newsroom.porsche.de) and in the Porsche media database (presse.porsche.de).

*911 Carrera S: Fuel consumption combined 8.9 l/100 km; CO₂ emissions combined 205 g/km;
911 Carrera 4S: Fuel consumption combined 9.0 l/100 km; CO₂ emissions combined 206 g/km

The consumption and CO₂ emission values were determined in accordance with the new Worldwide Harmonised Light Vehicle Test Procedure (WLTP). The NEDC values derived from this should continue to be specified for the time being. These values cannot be compared to the values determined in accordance with the NEDC measuring procedure used up to now.

Further information on the official fuel consumption and official, specific CO₂ emissions of new passenger cars is available in the "Guidelines on fuel consumption, CO₂ emissions and power consumption of new passenger cars" [*Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen*], which are available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH (DAT).