



PORSCHE

Press release

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Inspiration, planning and navigation for custom trips

“Porsche Road Trip”: a new digital tour guide is launched

Stuttgart, Germany. Even more driving pleasure: Porsche Road Trip supports car enthusiasts in planning, organising and navigating extraordinary trips. This new service is now available as an app. “Our goal is to support the emotional driving experience with digital solutions. With Porsche Road Trip, we’re intelligently organising trips for our customers, making them as eventful and comfortable as possible,” comments Thilo Koslowski, CEO of Porsche Digital.

Porsche Road Trip offers suggestions for trips of different lengths, ranging from a half or full day, through to a two-day-long journey with overnight stay options. The curated routes feature recommendations for selected restaurants and hotels. The service also points out stops along the way, at points of interest or lookout points en route.

A custom travel plan and bookings in the app

After selecting a route in the Porsche Road Trip app, the customer can reserve and book restaurants and accommodation directly through the app. An individual itinerary is then produced for the trip, and the customer can save this with their individual Porsche ID after logging in. While driving, the app-based navigation function accompanies the journey throughout. This means the app can be used in any vehicle, including classic cars. The service will also be available directly in the Porsche Infotainment system in future, starting with the new 911 in spring 2019.

Porsche Road Trip will initially contain routes in Germany, Austria and Switzerland, as well as the USA. Further countries will follow in the next step. For spontaneous outings,

the customer can also use the route generator in the app to create customised circuitous routes. Once the compass direction and route length have been specified, the algorithm will calculate a route from a chosen starting point. Porsche Road Trip is available for iOS now, free of charge from the App Store.

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

The Porsche 911 is now entering the eighth generation together with Porsche Road Trip. 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 the Porsche 360+ lifestyle assistant.

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).