

Innovative connectivity and a high degree of personalisation

24/07/2026 Real and virtual always in view

The new display concept in the all-electric Macan is, in true Porsche style, tailored to the driver's needs with its clear, tidy layout. At the same time, it offers unprecedented customisation as the colour of the digital surfaces in the interior can be matched to the exterior paint using the new Themes app.

Real-time rendering in 3D and exciting image sections

The highlights of the enhanced Porsche Driver Experience include the welcome animation, the high-quality 3D vehicle views, the modern look and feel, the new Themes app and an intelligent voice assistant.

The welcome animation sets a dynamic scene for the Macan with extraordinary 3D image sections rendered in real time. In the ‘Car’ section of the menu, where the vehicle settings can be adjusted, the

3D representations have also been modernised. Realistic paint depth, dynamic perspectives and stunning vehicle views emphasise the developers' quality standards. The selected driving mode is also illustrated alongside related environmental details such as kerbs (Sport mode) or small stones (Off-road mode).

Modern design and colour selection, including for screens

The graphic elements on the screens have been rearranged. Fewer lines, more cohesive groups, and tiles with rounded corners give a high-quality, tidy feel. Not only does the navigation map automatically switch between day and night display; the surrounding area also adapts. At night, this results in a 'black-panel' effect. The background colour of all screens is set to blue in the default mode, matching the power meter display.

Individuality has been at the core of the Porsche brand since day one. With the Themes app, which can be found in the app launcher, the sports car manufacturer is now taking a new approach to customisation: this allows the colour of all digital surfaces in the interior to be changed and adapted to the exterior colour, for example. Currently, 12 colours are possible; they can be selected intuitively with the help of a colour scheme in the app.

Avatar for the intelligent voice assistant

Instead of a microphone icon, the optimised voice assistant now has an avatar in a modern 'Electrical Sphere' look. The icon is interactive: through pulsating lines, the Voice Pilot gives the user feedback that the assistant is registering a voice entry, processing it or giving a response.

The PCM in the new Macan takes computing performance to a new level. This also applies to the voice assistant, which responds with lightning speed to the 'Hey Porsche' command. It also cooperates with the communication light. Using two microphones, the system recognises who is talking and visually displays this on the central screen. If the driver and passenger talk over each other, there's no confusion: the system simply focuses on who spoke first. With the addition of Turkish, Czech, Hungarian, Portuguese, Taiwanese and Cantonese, the language assistant now understands six more languages than before, bringing the total to 23. At the same time, the voice assistant has become even more intelligent. It helps the driver find specific parking and charging options, and controls music playback as well as selected vehicle and comfort functions.

High-performance and easy to use: new operating system and app line-up

The new-generation infotainment system uses Android Automotive OS as its operating system and starts up in the background as soon as the driver approaches with the key. Vehicle and infotainment

functions are therefore immediately available and can be operated quickly and smoothly. Porsche has fundamentally revamped the range of connectivity capabilities in the Macan. Thanks to the new operating system, digital content meshes even more seamlessly with the car. The Porsche App Centre is the new hub for connectivity services. It is constantly evolving and keeps the Macan up to date throughout its lifecycle. In the Porsche App Centre, drivers and passengers can directly install and use their favourite third-party apps just like they can on their smartphones. When the Macan launches, a variety of apps in different categories will be available, and the range will be constantly expanded. In European markets, this includes music services such as Spotify, Amazon Music and TuneIn Radio, the YouTube streaming platform, the Cisco WebEx conference system, and the Home Assistant smart home app as well as various games.

Smartphone integration has also been further developed: with Porsche Connect, the vehicle ecosystem merges with the customer's smartphone. This creates what is known as a blended ecosystem, regardless of whether the customer uses Apple or Android devices. In both cases, the connection is wireless and seamless. The blended ecosystem leaves the choice to use either the Porsche Ecosystem or a smartphone solution in the vehicle displays, depending on individual preference. For example, you can stream your favourite series via an app from the Porsche App Centre, listen to your audio book app from Apple CarPlay® or Android Auto during a relaxing journey, or control vehicle functions such as seat heating with the car's integrated voice pilot.

When using Apple CarPlay®, Apple Maps is displayed in the instrument cluster and on the central display, as is Google Maps in Android Auto.

Intelligent charging planning for fast, efficient travel

In the navigation app, monthly map updates as well as the updating of relevant map data for route calculation ensure a high-quality customer experience. If the customer is not in the car at the time, they can also plan and send the route to the vehicle from wherever they are via the My Porsche app.

Whenever route navigation is active, the Charging Planner uses intelligent charging planning with optimal charging stops to help you travel in a relaxed fashion and without wasting time, even on long journeys. First, the navigation system calculates the quickest or shortest route using real-time traffic information. If the battery charge level is not sufficient to reach the destination, the Charging Planner automatically plans the necessary charging stops along the route. The Charging Planner takes into account the capacity of charging stations, and the resulting charging time is calculated to achieve the optimal fast-charging option. To fully utilise the charging capacity available, the system also regulates the battery preconditioning in advance of the charging stop.

A reliable and transparent range calculation is truly important in everyday life. That is why the Macan continuously informs you, via the instrument cluster, about the remaining range based on the energy available in the battery. In addition to the current consumption, the consumption history is also used for the calculation. Changes in the interior air conditioning or the driving mode have a direct influence on

the remaining range. When towing, the effects this has on consumption are continuously learned, stored, and factored into future calculations when a trailer is connected to the vehicle again.

If route guidance is active, the topography and traffic volume on the selected route are also considered. The system also takes into account certain driving habits of the driver. If, for example, the driver systematically deviates from the typical average speeds on a particular route, the system begins to take this into account over time. By using this additional information, the remaining range can be calculated even more accurately. In addition, this calculation allows the probable state of charge at the destination to be shown within the navigation.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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