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18/03/2022 ☒☒ ☒☒☒☒☒☒☒☒CRM☒☒☒☒

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2021 ☒☒☒☒☒☒☒☒

- 2021 ☒☒☒☒☒☒☒☒☒☒☒☒☒☒☒☒☒☒☒☒Kelley Blue Book☒☒☒☒☒☒☒☒☒☒☒☒☒☒ “☒☒☒☒☒☒-☒☒☒☒☒”☒☒☒☒☒☒☒☒ Macan ☒☒☒☒☒☒☒☒☒☒☒☒SUV☒☒☒☒☒☒☒☒☒☒☒☒
- ☒ 2021 ☒☒☒☒☒☒☒☒☒WCA☒☒☒☒☒☒ 911 ☒☒☒ 2021 ☒ “☒☒☒☒☒☒☒”☒☒☒☒☒☒☒☒☒☒☒ 90 ☒☒☒☒☒☒☒☒☒☒☒

- [redacted] J.D. Power [redacted] “[redacted]APEAL[redacted]” [redacted] [redacted]APEAL [redacted]
- [redacted]“[redacted]SSI[redacted]”[redacted] [redacted]SSI [redacted] J.D. Power [redacted]
- [redacted] J.D. Power [redacted]CSI[redacted]CSI [redacted] [redacted]
- [redacted]2020[redacted]auto, motor und sport[redacted]911[redacted] “[redacted]” [redacted]“[redacted]”[redacted]911 Cabriolet [redacted] 911 Targa [redacted] Taycan [redacted]“[redacted]”[redacted] [redacted]
- [redacted]“[redacted]”[redacted]Bild am Sonntag[redacted]Auto Bild[redacted] Panamera [redacted]2021[redacted]“[redacted]”[redacted]
- [redacted]Auto Bild[redacted]Schwacke[redacted]18[redacted] “[redacted]”[redacted] 911 Carrera 4S PDK [redacted]57.95%[redacted] 2021 [redacted] 2021 [redacted] TÜV [redacted] [redacted]Auto Bild TÜV-Report 2021[redacted]911[redacted] “[redacted]”[redacted]
- [redacted]2021[redacted]Sport Auto Awards[redacted] 911 [redacted] [redacted]Taycan Turbo S[redacted]Cayenne Turbo Coupé[redacted] SUV[redacted]
- [redacted]Top Gear[redacted] 911 GT3 “Chris Harris 2021 [redacted]“[redacted] Mission R [redacted] “2021 [redacted]”[redacted]
- [redacted]The Sunday Times[redacted] [redacted]The Times[redacted] Taycan Cross Turismo [redacted] “2021 [redacted]”[redacted] 911 GT3 [redacted] “2021[redacted]“[redacted]GQ[redacted] 911 Turbo Cabriolet [redacted] “2021 [redacted]”[redacted]

[redacted]

[redacted] 2015 [redacted] 41% [redacted] 2019 [redacted] 48% [redacted] 2030 [redacted]

[redacted] 70 [redacted] 230,000 [redacted]

[redacted]PEC[redacted]

2021 [redacted] 10 [redacted] 1 [redacted] 150,000 [redacted]

[redacted] 2021 [redacted] SCOPES Driven by Porsche [redacted] SCOPES [redacted]

[redacted]

“[redacted]” [redacted] Driven by Dreams [redacted]

2021 [redacted] 7 [redacted] “The Art of Drive” [redacted] “[redacted]”[redacted] [redacted]·[redacted]Annie Clark[redacted]The Art of Drive [redacted] Vogue[redacted]Wired[redacted]

[redacted]Global Gallery[redacted]

[redacted]

[redacted] 128 [redacted] 900 [redacted]“[redacted] "[redacted]Destination Porsche[redacted] 10 [redacted] [redacted] 2030 [redacted] 600 [redacted] 5 [redacted]

[redacted]e[redacted] Porsche NOW [redacted]

[redacted]e[redacted]e[redacted]e[redacted] 2021 [redacted] [redacted] 7 [redacted] 1 [redacted]e[redacted] 2023 [redacted] 25 [redacted]e[redacted]

[redacted]e[redacted]Porsche NOW [redacted]Porsche NOW [redacted] Porsche Exclusive Manufaktur [redacted]

Porsche NOW [redacted] 2021 [redacted]

[redacted]

[redacted] 2019 [redacted] 10 [redacted] 2020 [redacted] 1,700 [redacted]

[redacted] 2021 [redacted] 5,800 [redacted] 2020 [redacted] 1.6 [redacted] 2021 [redacted] 5 [redacted]

[redacted] 101 [redacted] 24 [redacted]

[redacted] 2022 [redacted]B 2 C[redacted]

[redacted]
[redacted]POS[redacted]POS [redacted]IT[redacted]

[redacted] 2021 [redacted] 1 [redacted] 7 [redacted] 15 [redacted] 31 [redacted] 2022 [redacted]

[redacted] My Porsche [redacted] My Porsche [redacted] My Porsche [redacted]

[redacted] 2021 [redacted]

[redacted]
[redacted] “[redacted]”[redacted] 20 [redacted] 200,000 [redacted] 6,500 [redacted] [redacted]50 kW[redacted] IONITY [redacted] Electrify America [redacted] Electrify Canada [redacted]

[redacted] IONITY [redacted] 400 [redacted] 2025 [redacted] 1,000 [redacted] 7,000 [redacted] 1,500 [redacted] 2025 [redacted] 7 [redacted] IONITY [redacted]

[redacted]“[redacted]”[redacted] 74 [redacted] 3,300 [redacted] 54 [redacted] 800V Turbo [redacted]

“Mobile Charger Connect” 11 kW 9.6 kW Porsche Charging Dock Porsche Compact Charging Pedestal

HEM

Porsche Charging Pre-Check Porsche Home Check Porsche Home Check

Porsche Drive 3 6 48 2021 6

Porsche Drive 6 48 Taycan 6

Porsche Drive 3 28 19 PCNA Porsche Drive – “Porsche Drive ” “Porsche Drive – ” 14

2021 AI 90 “”

Marco Schubert 2021 7 1 - Barbara Frenkel Barbara Frenkel

Sarah Simpson 2021 9 1 Marcus Eckermann Marcus Eckermann Sarah Simpson 20 10

9 1 Daniel Schmollinger PCA

PRGA Sam Curtis

Jacqueline Smith-Dubendorfer 10 1
2019

TAG Heuer Carrera 2019

Olivier Rousteing Panamera
Balmain Olivier Rousteing 1985
École supérieure des arts et techniques de la mode (ESMOD) 25 2011
Balmain Yves Saint Laurent

Richard Phillips Taycan

RM Sotheby's 20 Richard Phillips Taycan
50 Suisseculture Sociale
Richard Phillips
Queen of the Night Taycan 4S Taycan
Porsche Exclusive Manufaktur

911

Aimé Leon Dore ALD 5 21 23 911
Super Carrera 911
Fuchs ALD 2020
911 Carrera 4 964 911 SC

NFT

2021 8 Peter Varga NFT
Taycan Cross Turismo 911
SuperRare 30.25
8 Viva con Agua

The Art of Dreams “”
Cyril Lancelin “Remember your dreams” 2021 10
15 24 Palais Galliera, Musée de la Mode de la Ville de Paris
The Art of Dreams 2022
Gravity Peak

2021 [redacted]"[redacted]-[redacted]Porsche Awards 2021 – For Young Talents in Advertising[redacted]"[redacted] 178 [redacted] 7 [redacted]"[redacted]"[redacted]Short Advertising Content[redacted] [redacted]Tight Frame[redacted] Katarzyna Jarecka [redacted] Jakub Skitek [redacted]"[redacted]"[redacted] Long Advertising Content[redacted] Eugen Merher [redacted]Get Married Again[redacted] "Driven by Dreams" [redacted]Absent[redacted] Libby Burke Wilde[redacted]

[redacted]

[redacted]IAA Mobility[redacted]Wittelsbacher[redacted]

[redacted].[redacted]X[redacted] 911 [redacted]

[redacted]"[redacted]"[redacted] Sara Nuru, Tim Bengel, Patrick Dempsey [redacted] Alvaro Soler [redacted] Steven Gätjen [redacted]

[redacted]

[redacted] 12 [redacted] Sime Darby Berhad [redacted]

[redacted]

SCOPES Driven by Porsche [redacted] 2021 [redacted] 8 [redacted]

[redacted]

[redacted]

[redacted]PEC[redacted] Franciacorta [redacted]

[redacted]60[redacted]29[redacted]

[redacted]

[redacted]43[redacted]2.1[redacted] Carousel [redacted]

[redacted]

[redacted]2024[redacted]

[redacted] Sonderwunsch [redacted]

[redacted] Sonderwunsch [redacted] Paolo Barilla [redacted] Porsche Exclusive Manufaktur [redacted] 1985 [redacted] 60 [redacted] 911 GT3 [redacted]992[redacted] [redacted] 911 GT 3 [redacted]992[redacted] [redacted] 7 [redacted] Sonderwunsch [redacted] [redacted] Barilla [redacted] Porsche Exclusive Manufaktur [redacted] Style Porsche [redacted]

[redacted]

[redacted] 2021 [redacted] 11 [redacted] Red Bull King of the Air [redacted]

[redacted] Duotone [redacted] Liam Whaley [redacted]

Rita Arnaus [redacted]" [redacted] Robert Ader [redacted]" [redacted]"[redacted]

2.0 [redacted] Duotone Academy App [redacted] Duotone [redacted] 2021 [redacted] 12 [redacted] 14 [redacted] [redacted] Google Play [redacted] App Store [redacted]

[redacted]

[redacted]GT [redacted] 7[redacted] Porsche Vision Gran Turismo[redacted] Polyphony Digital Inc. [redacted] 950 [redacted]

[redacted]GT [redacted] 7[redacted] PlayStation 4 [redacted] PlayStation 5 [redacted] 2022 [redacted] 3 [redacted] 4 [redacted] 2017 [redacted]Taycan Turbo S[redacted]

Vision Gran Turismo [redacted]

MEDIA ENQUIRIES

Jojo Tang

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jojo.tang@porsche.cn

Consumption data

911 Carrera 4 (Predecessor model)

911 Turbo Cabriolet (Predecessor model)

911 Carrera (Predecessor model)

Taycan 4S with Performance Battery (Predecessor model)

911 Targa 4 (Predecessor model)

911 GT3 (Predecessor model)

Taycan Turbo S (Predecessor model)

911 Carrera 4S (Predecessor model)

*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).

Image Sublines

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Subline: [redacted]

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Title: TA22Q2BOX0003_cmyk.jpg
Subline: [redacted] 2021 [redacted] Porsche Drive [redacted] Taycan

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Subline: [redacted] FRÉDÉRIC ARNAULT [redacted]DETLEV VON PLATEN [redacted]

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