


**Cayenne Turbo Electric (WLTP)*:** Electrical consumption combined: 22.5 – 20.4 kWh/100 km; $CO_2$ emissions combined: 0 g/km; $CO_2$ class: A

# A new dimension in digital user experience

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With a modern look and feel, an emotive welcome animation and the extensive personalisation options thanks to the first-ever use of the Themes app, Porsche has already broken new ground in terms of operating and display concepts with the Macan Electric (**Macan (WLTP)*:** Electrical consumption combined: 19.4 – 16.7 kWh/100 km; $CO_2$ emissions combined: 0 g/km; $CO_2$ class: A). Now, the next generational leap can be experienced in the all-electric Cayenne. The upgrades to the Porsche Driver Experience control and display concept are extensive. The most prominent highlight is the Flow Display, which transforms the user interface into an intuitive, visually 'flowing' operating experience.

Another new feature is the new Porsche Digital Interaction (Porsche DI) design language, which blends aesthetics and functionality. Clear graphic structures, minimalist icons and dynamic animations create a modern, uncluttered look.

This further development enables an even more immersive and intense connection between driver and vehicle. The sports car manufacturer thereby remains true to its philosophy of consistently designing the controls to the needs of the driver, enabling quick and seamless operation while driving.

With its software platform, Porsche pursues a blended ecosystem strategy, combining third-party and in-house developments. Android Automotive OS is used as the operating system, but Porsche also offers its own software features such as the Sport Chrono app and Navigation Plus, including Charging Planner.

The App Centre offers a wide range of third-party apps that customers can use to freely design their own digital ecosystems. This strategy allows Porsche to retain control over vehicle and customer data as well as the development direction of the vehicle's software.

## Intuitive operation with Porsche Car App and widgets

The Porsche Car App bundles all important vehicle functions in one place and enables particularly intuitive operation. At its heart is a high-quality 3D model of the Cayenne, which is shown in the same exterior colour as the customer's actual car. The driver can use this vehicle icon to control functions directly, for example opening the luggage compartments or extending the rear spoiler. The Cayenne image can be rotated 360 degrees on the display, with smooth transitions from the front to the rear view, for example.

New elements of Porsche Digital Interaction are the widgets – small interactive applications. Just like on a smartphone, these controls provide quick access to various functions. These widgets allow preferred content to be shown directly on the Flow display, such as navigation, media, telephone or climate control.[1] The widgets are visually appealing, interactive, and can be arranged freely according to personal preferences.

This creates a digital workspace in the Cayenne that is intuitive to use and reduced to the essentials. The Quick Access widget turns the electric SUV into a truly useful assistant; the system recognises which functions are particularly relevant based on the current driving situation. This could be a navigation link to a workplace or a suggestion for maximum cooling of the interior. These recommendations are context-sensitive and really personalise the driving experience.

## Largest ever display area in a Porsche

Up to three screens are available in the new Cayenne. Their combined area is 50 per cent larger than in the combustion-engined Cayenne and bigger than in any Porsche before. With the Themes app, which can be found in the app launcher of the Flow Display, the colour of all digital surfaces in the interior can be personalised. Cayenne drivers can choose from five colour schemes.

Porsche is breaking new ground in terms of design and technology with the central screen of the new Cayenne; the ultra-thin Flow Display follows an elegant horizontal curve and flows seamlessly into the centre console. The climate control unit and an ergonomic hand rest complete the display at the bottom. Together with the optional passenger display, the new Flow Display forms a large, seamless screen unit. The curve allows the surface of the Flow Display to be virtually divided into an upper display and a lower control area. In the menu bar, which has now been moved from the left to the bottom, the most important controls are always within easy reach, while the display elements at the top are always in the driver's field of vision.

The Flow Display uses OLED (organic light emitting diode) technology. These screens generate light with pixel precision. Inactive pixels remain switched off and thus appear deep black. Compared to conventional LCD (liquid crystal display) technology, this results in outstanding image quality with higher contrast and more intense colour brilliance.

## Fully digital instrument cluster with OLED technology and 3D driver assistance

On the driver's side, the Cayenne Electric has a new, fully digital instrument cluster, which, like the Flow Display, uses OLED technology. The display measures 14.25 inches diagonally. Porsche has retained the familiar 'tube-layout' look for the display. The centre tube is used for the power meter and navigation, the left tube for vehicle displays such as driver assistance systems and charging data, and the right tube is for infotainment and media. Drivers can use the toggle button and roller on the steering wheel to customise the screen content.

Another highlight is the 3D driver assistance. It displays a current three-dimensional model of the surroundings, including the route with bends and all relevant lanes, as well as up to eight other road users. If the driver uses Apple CarPlay® or Android Auto, the map appears in the centre. Navigation instructions and the call history are displayed in the right-hand tube.

Inspired by the Taycan, small control panels are located on the side edges of the instrument cluster to control the lights, suspension and parking functions as well as the Porsche Electric Sport Sound (PESS). A diamond key – or 'joker' button – can be configured according to personal preferences, giving quick access to menu pop-ups in the instrument cluster when pressed, depending on function.

## Passenger display available for extensive entertainment programme

The optional 14.9-inch front passenger display features local dimming technology. This ensures that the image is particularly rich in contrast and evenly lit. With this technology, LEDs are not only located at the edge, but behind the entire screen area and can be dimmed or switched off individually.

The front passenger can also use the user-friendly widgets and pin them to the left side of the display

for quick access when needed. In addition, they can adjust infotainment or navigation settings, use third-party apps and stream video content on their own screen.

## Head-up display with AR projects important information directly onto the vehicle's surroundings

For the first time in a Cayenne, a head-up display with augmented reality (AR) technology is available as an option in the new electric models. Coloured AR content is projected onto the real view of the surroundings with precise location accuracy. For example, navigation arrows are displayed at intersections in the correct turning lane. The system uses environmental data and the position of the vehicle itself. It also supports the functions of some driver assistance systems, for example by displaying the recommended lane guidance as virtual dots on the road when adaptive cruise control is activated. Warnings from the driver assistance systems can also be displayed in the AR area.

This allows the driver to grasp information and instructions more quickly, further reducing the risk of distraction. The image on the head-up display appears to the driver at a distance of 10 meters and corresponds to the size of an 87-inch display. The status area below the AR surface statically displays the current speed, traffic signs and assistance and navigation symbols.

## Porsche App Centre transforms the Cayenne into a jukebox or games console

The latest generation of infotainment uses Android Automotive OS as its operating system and starts up in the background as soon as the driver approaches with the (analogue or digital) key. Vehicle and infotainment functions are therefore immediately available and can be operated quickly and smoothly.

The Porsche App Centre is the central hub for all third-party apps and app updates. It is continuously evolving in line with market requirements and keeps the Cayenne up to date throughout its life cycle. In the Porsche App Centre, drivers and passengers can directly install and use their favourite third-party apps, just as they would on their smartphones. There is a wide range of apps from different categories available. In the European markets, these will include audio services such as Apple Music[2], Spotify, Amazon Music and Audible, the YouTube streaming platform, the DAZN live sports streaming app and the Home Assistant smart home app.

If desired, the App Centre can also transform the Cayenne into a mobile gaming console – both when the car is stationary, for example during charging stops, and while on the go. From music streaming and podcasts to gaming and movies, users have access to an ever-growing selection of third-party apps that can be seamlessly integrated into the Porsche ecosystem.

Games from Gameloft are available via the Porsche App Centre and can be controlled via touchscreen or

Bluetooth controller. AirConsole brings a large selection of family games and gaming classics into the vehicle, which can be easily operated via smartphone. The driver, front passenger and rear passengers can play individually or together. The optional passenger display allows apps to be used in parallel even while the car is being driven, without distracting the driver. In combination with a Bluetooth headset, an undisturbed listening experience is possible.

Greater ease of use thanks to additional intelligence also applies to Navigation Plus including Charging Planner. The system offers fast route calculation with lane-by-lane navigation at manoeuvre points as well as extended functions for charging planning. This also means that customers can now favour or specifically avoid individual charging providers and stations.

## Voice Pilot offers enhanced interaction through artificial intelligence

Thanks to the integration of artificial intelligence[3], voice control is smarter than ever before. The Voice Pilot now understands complex, related questions and recognises the context of statements. It handles multi-step questions just as confidently as spontaneous follow-up requests. There is no need to repeat the activation word. The system draws on real-time data, the current route and the Google-supported POI search. In the background, the Voice Pilot uses various language models, as familiar from popular AI assistants. The improved Voice Pilot makes the Cayenne a real conversation partner.

## Digital key for seamless access

The Comfort Access feature, which is included as standard, includes the Porsche Digital Key, enabling vehicle keys to be integrated into Apple Wallet or a native wallet app on Android. This allows the Cayenne to be automatically locked, unlocked and started – either by keeping your iPhone, Apple Watch or a compatible Android device in your pocket or by simply holding it up to a reader. This is made possible by the combination of Near Field Communication (NFC), Bluetooth Low Energy (BLE) and Ultra-Wideband (UWB). Even if the smartphone needs to be charged, the functionality of the digital key in Apple Wallet or a native wallet app on Android remains intact[4].

In addition, customers can share their car keys with up to seven other users in Apple Wallet or a native Android wallet app via iMessage, SMS, WhatsApp, and more. Vehicle owners can also specify whether these users are only allowed to access the vehicle or whether they are also allowed to drive it. The Porsche Digital Key also makes it easy to open the luggage compartments, which can also be done via the My Porsche. These functions require the Porsche Connect package.

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[1]The following widgets are available depending on the vehicle equipment: Sound profile, Sound Balance,

Trip, Navigation, Media Player, Phone, Charging, Calendar, Air Quality, Quick Access, Glass Roof, Massage, Tyre Pressure, Time, Themes, Account, Mood Mode, Personal Settings, G-Force, Drive Mode.

[2]planned for mid-2026

[3]For AI support, an update of Voice Pilot must be downloaded from the App Center.

[4]The duration of use of the Porsche Digital Key when the mobile device needs to be charged depends on the respective smartphone manufacturer and model.

## MEDIA ENQUIRIES



**Ben Weinberger**

Spokesperson Cayenne und Macan
+49 (0) 170 / 911 2097
ben.weinberger@porsche.de

### Consumption data

**Cayenne Turbo Electric (WLTP)*:** Electrical consumption combined: 22.5 – 20.4 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, $CO_2$Emissions 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).

### Video

https://newstv.porsche.com/porschevideos/newstv.porsche.com_327847_en.mp4

### Link Collection

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