



18/03/2022

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CRM

X X

2021

x	x	x	x	x	x	x	x
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- 2021 Kelley Blue Book Macan SUV
- 2021 WCA 911 2021 " 90
- J.D. Power "APEAL" APEAL

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

[Porsche](#)

[2015](#) [41%](#) [2019](#) [48%](#) [2030](#)

[70](#) [230,000](#)

[PEO](#) [2021](#) [10](#) [1](#) [150,000](#)

[2021](#) [SCOPES Driven by Porsche](#) [SCOPES](#)

XXXXXXXXXX 2020 XXXXXXXXXXXXXXX 1.6 XXXXXXXXXXXXXXX 2021 XXXXXXXXXXXXXXX 5 XXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX "Mobile Charger Connect"XXXXXXXXXX 11 kWXXXXXXXX
9.6 kWXXXXXXXXXXXXX Porsche Charging DockXXXXXXXXXXXXX Porsche Compact Charging

xxx9x1xxxxxxxxDaniel SchmollingerxxxxxxxxxxxxxxxxPCAxxxxxxxxxxxxxxxxx
 xPRGAxxxxxxxxxxxxxxxxSam Curtisxx

Jacqueline Smith-Dubendorfer **2019**

2021

2021 TAG Heuer Carrera **2019**

2021

Olivier Rousteing Panamera **1985**
 Balmain **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

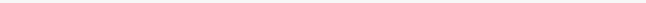
2021

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

2021

2021 Porsche Awards 2021 – For Young Talents in Advertising **178**
7 Short Advertising Content

x 2021 x 11 x x x x x x x x x x x x x x x x Red Bull King of the Air x x x x x x x x x x x x
 x Duotone x x x x x x x x Liam Whaley x
 Rita Arnaus x x x x x x x x x x x x x x x x " x
 x x x x x x x x x x x x x x x x " x x x x x Robert Ader x x x x " x x x x x x x x x x x x

Vision Gran Turismo 

MEDIA ENQUIRIES

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jojo.tang@porsche.cn

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)

*Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO₂Emissions 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

Path: media/Images/img_1.jpg

Title: MA22T3FOX0001_KV_cmyk.jpg

Subline:

Path: media/Images/img_2.jpg

Title: Thanks to a clear omnichannel strategy, customers can move freely from the digital marketplace to stationary retail formats.jpg

Subline: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

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Subline: xxx"xxxxxx"xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

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Title: TA22Q2BOX0003_cmyk.jpg

Subline: 2021 Porsche Drive Taycan

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Subline: **XXXXXXXXX FRÉDÉRIC ARNAULT XXXXXXXXXXXXXXXXXXXX DETLEV VON PLATEN X**

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Title: pag-iaa-@eyecatchme-6907.jpg

Subline: xxx

Link Collection

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<https://newsroom.porsche.com/zh/company/annual-sustainability-report-2021/sales-production/sales.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/d4ea4795-896a-46a2-b4cb-85d40c37b0fb.zip>