

The Genesis of “Taycan”

This article reflects the status at the time of its publication. The content may since have become outdated.

04/09/2019 Six hundred options, one choice: Taycan. What the name of the first fully electric Porsche means—and how it came to be.

MEDIA ENQUIRIES

Peter Gaide

christophorus@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/products/porsche-taycan-name-meaning-soul-spirited-young-horse-electric-sports-car-electromobility-emobility-16292.html

Media Package
https://pmdb.porsche.de/newsroomzips/e4a488a1-ef79-4771-aa62-b1d90b0cbcd0.zip

External Links
https://christophorus.porsche.com/en

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart