

Porsche Drive and Turo collaborate to bring the ultimate Taycan experience to Montréal this month

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 The content may since have become outdated.

07/06/2021 For a limited time, on-demand access to the sportiest of electric vehicles is available via the convenient app.

Porsche Cars Canada, Ltd. and Turo, Canada's largest peer-to-peer car sharing platform, are proud to announce today the launch of a brand new collaboration in Canada. It will feature the Porsche Taycan, the brand's first fully electric sports car, hosted on the platform throughout June in Montréal. This will give Turo guests the opportunity to experience the exceptional driving dynamics and technology of the Taycan on demand and a taste of what the full Porsche Drive program can offer.

With access to one of the most lauded electric vehicles on the market today, the program offers a

unique opportunity to enjoy a complete Porsche experience. The vehicles will be available for booking exclusively in and around Montréal.

"The Porsche Drive subscription and rental program was originally launched in Toronto in 2019 and has recently expanded to Vancouver," said Marc Ouayoun, President & CEO, Porsche Cars Canada, Ltd. "We believe that the unique collaboration with Turo serves as the perfect trial model as we plan to launch the full program in Montreal in the future."

Turo launched in Canada in 2016 as a way to encourage Canadians to put the country's 23 million cars to better use. To date, over one million people in Canada have signed up for Turo and more than 44,000 cars have been listed on the platform. In recent years, it has become a go-to for those looking to use or test drive electric vehicles.

"This collaboration is not only a fantastic opportunity for Porsche to reach a new group of potential buyers in our vast community of members, but it also diversifies Turo's electric vehicle offering," said Cedric Mathieu, VP and Head of Turo Canada. "We're seeing more and more people come to Turo to try an electric vehicle for the first time, and it really allows them to see how a specific car could fit into their daily life. We believe car sharing can be used as an adoption tool for electric vehicles in Canada, so we're really excited to be able to showcase these incredible new vehicles to some of our guests."

Launched at a world premiere in Niagara Falls Ontario in September 2019, the Taycan is a four-door sports sedan with a unique package, offering typical Porsche performance and connectivity with everyday usability. At the same time, highly advanced production methods and the features of the Taycan are setting new standards in the fields of sustainability and digitalization. Offered in Canada in Taycan 4S, Taycan Turbo, and Taycan Turbo S versions, power ranges from 522 to 750 hp with standard all-wheel drive and an innovative two-speed transmission. As the first production vehicle to offer an 800V charging architecture, charging time from five to 80 percent state of charge can be achieved in as little as 22.5 minutes.

The Porsche Drive collaboration with Turo builds on the success of Porsche Host, a pilot program by Porsche Digital, Inc. in 2019 that brought guests together with exemplary Turo hosts offering select Porsche vehicles in California, USA. The Taycan models will be available for Turo members in Montréal aged 30 and above to book for anywhere from one to 30 days through two of Turo's top hosts. These individuals have been handpicked for their electric vehicle knowledge, passion for Porsche, and to help guide guests through everything the Taycan has to offer. Prices will start at $365 per day, a cost that Porsche will refund in full to guests that go on to purchase a Taycan at a Porsche Centre in Canada.

To learn more about how to book a car, Canadians can download the Turo app or visit turo.com.

About Porsche Cars Canada, Ltd.
Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 50 in sales,

aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2020, Porsche sold 7,402 units in Canada.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

Follow us: twitter.com/porschecanada | facebook.com/Porsche | instagram.com/porschecanada
For Porsche apps: https://www.porsche.com/usa/apps-and-entertainment/apps/

Photos and video footage are available to accredited journalists on the Porsche Press Database at https://presse.porsche.de/

About Turo
Turo is a peer-to-peer car sharing marketplace, where members can book any car they want, wherever they want it, from a vibrant community of local hosts across the US, Canada, and the UK. Guests choose from a totally unique selection of nearby cars, while hosts earn extra money to offset the costs of car ownership. A pioneer of the sharing economy and travel industry, Turo is a safe and supportive community over 14 million strong, with nearly 450,000 vehicles listed and over 900 unique makes and models available.

Media Contact
Alexandre Lainesse | Capital Image
alainesse@capital-image.com | 514.816.4519

Link Collection

Link to this article
https://newsroom.porsche.com/en_CA/ppdb/2021/05/porsche-drive-and-turo-collaborate-to-bring-the-ultimate-taycan-experience-to-montral-this-june.html

Media Package
https://pmdb.porsche.de/newsroomzips/02ed15ea-1fcc-4dd1-a9dc-c97984b55836.zip