

Porsche opens the exhibition “Porsche – Pioneer of Electric Mobility” in Berlin

16/07/2020 The first Taycan customer picked up their car in Stuttgart-Zuffenhausen a few months ago. Now Porsche is introducing its first fully electric sports car as part of the exhibition series “Start to Drive Electric” in the capital city.

You can visit the special exhibition “Porsche – Pioneer of Electric Mobility” from Thursday, 16 July 2020 until 1 November 2020 at “DRIVE. Volkswagen Group Forum” at Unter den Linden in Berlin. Entry is free of charge.

The front of the communication platform is unmistakable even from the outside, framed with a red LED light, based on the light bar at the rear of the Taycan. Inside, the exhibition not only deals with topics from the world of electric mobility such as range and energy recuperation, infrastructure and charging, but also takes a good look at the pioneering spirit of the Porsche brand. Sustainability, zero-impact factory, Formula E and the vision of climate-neutral mobility are other areas included in the special

exhibition. “The Porsche Museum does not see itself as an institution that just preserves collections and is a guardian of the past,” explains Achim Stejskal, Head of Heritage and the Porsche Museum. “It is our mission to make the past future-proof today. It is our responsibility to safeguard awareness of the heritage of the Porsche company, its products and its philosophy, to further develop this in the future, and to embed its tradition sustainably in the company strategy.”

The visitors will see a number of cars, including a Taycan 4S, two Taycan Turbo, the endurance test car of the brand, the record car from the Nürburgring Nordschleife, as well as the Formula E display model. Further highlights: At Unter den Linden, a cutaway model of the Porsche Taycan, the Formula E race simulator, touch points with information on the milestones of electric mobility at Porsche, the Taycan cockpit, charging stations, the electric motors of the front and rear axles as well as a Carrera track await. The latter will prove especially energetic as visitors can pedal to generate electricity for the small slot cars themselves. The different experiences provide interaction between digital and analogue.

Visitors can choose between various themes in the media room “Accelerator” and can start projections. Protagonists from different sectors of Porsche who played an important role in the development of the Taycan are introduced there. They talk about their personal Taycan moment, their connection with the car, a pioneering approach and heritage of the brand, about design, sustainability, production, but also performance and adrenaline.

The “DRIVE. Volkswagen Group Forum” is the communication platform of the Group in Berlin. The Volkswagen Group along with its brands has been represented at Unter den Linden in the heart of the capital since 2015. Using changing brand and themed exhibitions, DRIVE is the platform for the Group's mobility topics. The opening hours for DRIVE are daily from 11 am to 6 pm. Entry is free of charge. Further information as well as film and photographic material can be found at www.porsche.com/museum and www.drive-volkswagen-group.com.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (Predecessor model)

Taycan 4S with Performance Battery (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

Path: Porsche opens the exhibition “Porsche – Pioneer of Electric Mobility” in Berlin/Images/img_1.jpg
Title: 99X Electric, Exhibition “Porsche – Pioneer of Electric Mobility”, Berlin, Germany, 2020, Porsche AG
Subline: Formula E display model

Path: Porsche opens the exhibition “Porsche – Pioneer of Electric Mobility” in Berlin/Images/img_2.jpg
Title: Taycan Turbo, Taycan 4S, Exhibition “Porsche – Pioneer of Electric Mobility”, Berlin, Germany, 2020, Porsche AG
Subline: Cutaway model of the Porsche Taycan Turbo

Link Collection

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