



Porsche Delivers Personalized Design and Drive Experience in 3-D Augmented Reality App

App puts sports cars into users' personal space and puts users in the driver's seat

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today introduced a new 3-D augmented reality app – Porsche AR-Imagine – that literally places the brand into the hands of consumers and enthusiasts. The app allows users to design their Porsche vehicle and place it digitally into their personal environments – for example, their garages or driveways. Users can also customize their virtual Porsche by choosing exterior paint colors, wheel designs, and interior options. Once built, you can drive your sports car in 3-D augmented reality. The free app, available for the iPhone and iPad from the App Store in the United States, currently showcases three Porsche vehicles: the 911 Turbo S, 718 Boxster S, and Panamera Turbo Sport Turismo.

“Innovation is at the heart of Porsche,” said Klaus Zellmer, President and CEO at PCNA. “We’re excited to offer consumers and enthusiasts a completely new way of experiencing our sports cars. For us to be wherever our fans are – with the Porsche of their dreams – is the road ahead.”

The Porsche AR-Imagine app was built with the power of ARKit, which brings real-time 3-D graphics into the user’s physical world.

Porsche and Apple have previously collaborated on supporting Apple CarPlay in select Porsche models. The Porsche AR-Imagine app is compatible with iPhone 6s or later, iPad Pro and iPad (2017) running iOS 11.

It was designed and developed for Porsche by YOU ARE HERE, an emerging technology lab in Atlanta, that helps brands and agencies take advantage of augmented and virtual reality (<http://www.youareherecorp.com/>).



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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 911, 718 Boxster, and 718 Cayman sports cars; Macan and Cayenne SUVs; and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America, featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 300 people who provide parts, service, marketing, and training for 188 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's nearly 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, headquartered in Stuttgart, Germany.

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

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