

MOBILE

## Porsche 911 tribute app lets enthusiasts celebrate 50th anniversary

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*Porsche 911 app by Autoweek*

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By JOE MCCARTHY

German automaker Porsche is endorsing an application by AutoWeek that celebrates the 50th anniversary of its 911 model.

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The free app provides Porsche enthusiasts with pages of articles, video and images of the honored model. Although the automaker did not produce the app itself, the content seeks to celebrate the 911, making it beneficial for the brand to promote.

"AutoWeek has been covering Porsche for most all of the period in question and therefore has plenty of content to call upon to produce this retrospective," said Simon Buckingham, CEO of [Appitalism](#), New York.

"AutoWeek confers credibility on the Porsche brand, reducing the self-celebratory overtones that could come with promoting their anniversary directly," he said.

Mr. Buckingham is not affiliated with Porsche, but agreed to comment as an industry expert.

[Porsche](#) did not respond by press deadline.

## Helping hand

Porsche officially celebrated the 911's 50th anniversary last year with a number of social initiatives and events.

For instance, Porsche embarked on a world tour that focused on the vehicle's influential transformations throughout the years.

The 1967 model traveled to five continents and attended key automotive events to give fans all over the world a chance to be involved. Automotive tours that last for many months can imbue a vehicle's journey with emotional momentum as it travels from place to place ([see story](#)).

Although Autoweek's app is a little late to the party, the publication can likely revive reverence for the car among Porsche's social followers. As an authority in the auto space, Autoweek has scoured its history for Porsche 911 content, which will likely appeal to fans.

"The Essential Sports Car; 50 Years of Porsche" app begins with an introductory video showing old photographs of 911 iterations against a gray, shaking background with a speedometer showing the years of the cars in the background.



*From Autoweek's 911 app*

The content following the video is swipe-friendly and delves into the history of the 911. Users can either choose to swipe horizontally to new content or read a particular article or view a specific image gallery by swiping vertically.

This format allows users to easily isolate a specific model or piece of content that appeals to them. Autoweek pulls content from decades ago to demonstrate that it has been following the 911 for a long time and also because attitudes toward cars have shifted throughout the years, which lends an air of unfolding authenticity.



The Porsche Targa's new all-glass roof slides automatically at the touch of a button.

# Dial 911!

*Seven models make  
1996 the year of the 911*  
by Mark Vaughn

**W**e never did catch his name, but the guy in the blue 944 loved Porsches. He followed our 1996 Targa through



*From Autoweek's 911 app*

For consumers interested in how Porsche's reputation has developed over the past 50 years, the app accumulates stature as it progresses. The app can be downloaded for free [here](#).

Some time to spare

Although mobile magazines and libraries do not get nearly as much traffic as social media, the medium helps luxury automakers build rapport with loyalists in ways that can influence sales.

Mobile magazines allow brands to cultivate content for discerning fans without the transience of social media, but motivating users to return after each update tends to confound. For this reason, updates become more tenuous as time goes on, giving fans

even less reason to return ([see story](#)).

British automaker Aston Martin recently transferred its magazine to a mobile app to allow enthusiasts to stay informed on-the-go ([see story](#)).

Mobile magazines can be an effective way to convey an extensive brand history to young consumers.

"This helps build credibility with millenials and 'applenials' who may be discovering the brand and 911 model for the first time," Mr. Buckingham said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/4wbfNqZ7vSo](http://www.youtube.com/embed/4wbfNqZ7vSo)

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