

MOBILE

Porsche crowdsources global driving routes via microsite

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Porsche 911 Carrera GTS

By KAYSORIN

German automaker Porsche is releasing a new microsite that allows consumers to discover and share routes to drive along in different countries around the world.

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Luxury Daily

The site gives consumers the opportunity to browse routes that others have recommended as well as to share their own favorites. It is designed to highlight the Porsche GTS, a vehicle capable of going long distances at fast speeds and ideal for traveling these scenic drives.

"The idea is to get consumers to discover the route that allows you to get the car on the road," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY. "This is smart because not everyone does this.

"Porsche is a sports car; driving it in traffic is no fun," she said. "Out on the road you get to see its performance.

"It gives you a chance to see it run."

Ms. Fix is not affiliated with Porsche, but agreed to comment as an industry expert.

Porsche was unable to respond by press deadline.

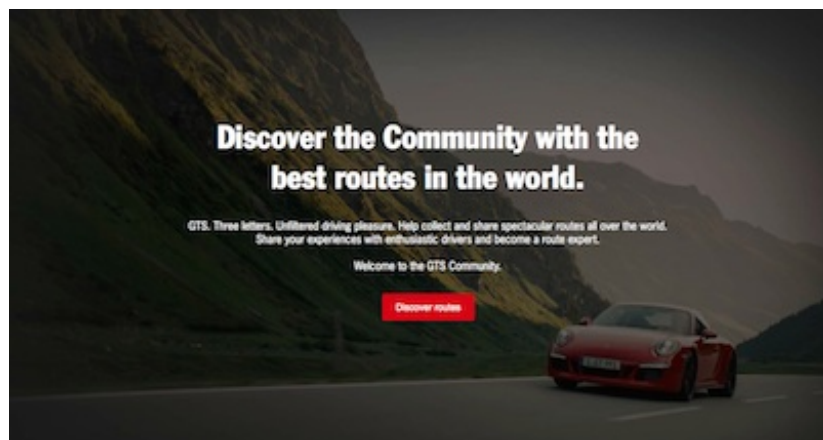
Fast and furious

The microsite opens with a page where consumers can select which continent and country they wish to view. Options include North America, Latin America, Europe, Africa, Asia, the Middle East, Australia/Oceania and a variety of different countries on each continent.



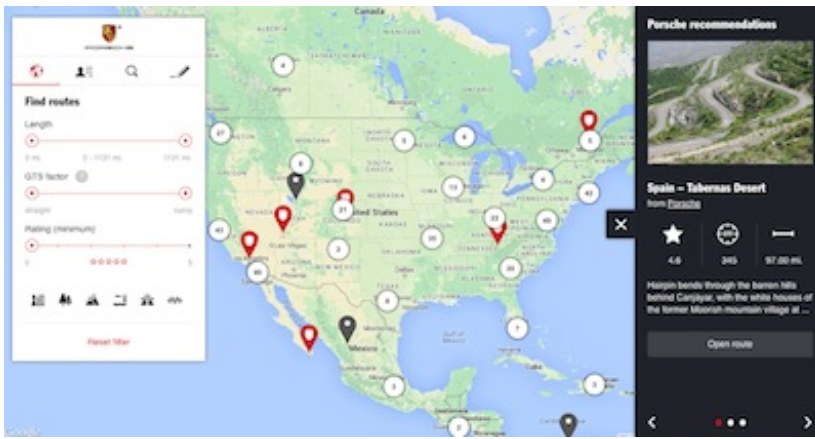
Homepage of the Porsche GTS microsite

While the routes are loading, Porsche urges users to “Help collect and share spectacular routes all over the world. Share your experiences with enthusiastic drivers and become a route expert.”



Routes are listed in countries around the world

Consumers are then given the option to specify different characteristics about the route they would like. Options include length of the drive, GTS factor, whether the road is more curvy or calmer and straighter and a rating determined by others who have taken the drive.



Users are given many options to choose the perfect route

There is also the option to choose between routes that are classified urban, forest, mountain, coast, highway and even racetrack. The site also provides information on nine Porsche GTS cars that are available to take the journeys.

Porsche shared the microsite on its Facebook and a number of images of the GTS cars on its Instagram page. There is also an application that lets users access the site from mobile devices, providing them with the ability to browse routes while on the road, an essential feature for on-the-go travelers using the app to plan their trip.



Route through the Scottish Highlands in the U.K.

Porsche pride

Porsche has long been successful in using digital strategies to appeal to fans. Recently the brand is letting consumers live their dreams with a magic mirror that transforms every vehicle into the 2015 Porsche Macan.

This technology will let automobile lovers see themselves driving in a Porsche as they stop in front of the mirror. Porsche is providing aspirational consumers a glimpse of the future as they see what they look like in the Macan ([see story](#)).

In addition to digital strategies, the brand relies on more traditional print advertising tactics. It is currently anticipating the release of a book trilogy that will provide insight into the Porsche 918 Spyder.

The trilogy will include a book of facts, a picturebook and a storybook which will all together cover the history and numbers behind the vehicles. Reading physical books is

slowly becoming a rarity, so by releasing a tome rather than a social video or online flipbook, Porsche is standing out amongst competitors ([see story](#)).

This new microsite shows that the brand is well able to connect with users in many ways. They use social media in a very forward thinking way that is appealing to fans.

"There is a hashtag so you can share it on Twitter or on Instagram and it will forward to the site," Ms. Fix said. "It's a nice way to connect people; it's like a car club.

"It's smart because you're creating networks, connecting social media to the site. It's a great idea."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/GVv-m7Sezz0](https://www.youtube.com/embed/GVv-m7Sezz0)

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