

INTERNET

Porsche flaunts entry into electric car market with elaborate microsite

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Porsche Mission-E

By FORREST CARDAMENIS

German automaker Porsche is generating early buzz for its first electric vehicle, despite the model not having a launch date.

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The microsite allows users to watch the design unfold through a series of virtual slides, examine the vehicle from different vantage points and learn about the design, performance and features just by scrolling. The vehicle, the Mission-E, was announced at the Frankfurt Motor Show and does not yet have a launch date, but teasing it with an elaborate and well-designed microsite will create strong initial buzz.

"I think [the site] provides a great picture of the future and of Porsche's future with electric vehicles," said Brett Levine, cofounder of [Drive Anything](#), Huntingdon Valley, PA. "It attempts to excite users and build interest in what is going to be an increasing segment as the advancement of battery technology and development of the electric car continues."

Mr. Levine is not associated with Porsche, but agreed to comment as an industry expert.

Porsche did not respond by press deadline.

Mission: Electric

The landing page of the microsite contains only a brief outline of the Mission-E, but by scrolling down, the sketch gradually fills in detail, showing the mechanics, body and eventually the finish of the vehicle. At that point, scrolling down will finally cause the page to move and users will be greeted with a brand statement on the vehicle as well as specs such as top speed, charging time and acceleration time.



Screenshot from Mission-E microsite

The next section of the site, “design,” functions similarly, with scrolling first causing the automobile to spin around so the viewer can get a better look before textual information is displayed. It then continues to alternate text with dynamic imaging to focus the user’s attention.

This method repeats for each of the following sections, “interior,” “technology and “inductive charging,” which can be quickly navigated with a sidebar menu. The interior section also includes a short video.



Porsche Mission-E

Although there are always concerns that electric vehicles sacrifice performance for environmental friendliness, the Mission-E can accelerate from 0-60 mph in under 3.5 seconds, meaning that Porsche is not compromising its status as a maker of luxury sports cars in the process of making a fully electric model.

“Porsche has already had success with hybrid vehicles in its regular production cars, the extremely limited-edition 918 hybrid hypercar, and its 919 hybrid race car that just won the prestigious 24 Hours of LeMans endurance race,” Mr. Levine said. “The technology has finally arrived that performance-minded brands such as Porsche can offer an electric alternative with little to no sacrifice in performance.”



Mission-E interior

The Mission-E can travel more than 310 miles in a charge and has a system voltage of 800V, allowing it to recharge to 80 percent battery life in less than 15 minutes. In addition, it can be charged without a plug or cable from a base plate in the garage.

Throughout the microsite, Porsche bills the vehicle as “a tribute to tomorrow” and includes statements about the future. “Tomorrow does not yet exist but our dreams do,” the site displays at the end. “So we get to work today, like always. Because 'tomorrow' will be what we make it. And if we can create the future in our heads, it will meet us halfway.”

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/09/Porsche-Mission-E.mp4"][/video]

Porsche Mission-E Frankfurt announcement

The references to "tomorrow" and the future imagine the car as a vehicle of the future for its performance and innovations but also may allude to a distant release date. If this is the case, providing lots of details through a memorable interface will help generate anticipation. With more and more luxury brands readying a move to the electric market, winning over consumers beforehand will help Porsche stave off competition.

Porsche's Mission-E microsite can be viewed [here](#).

Power up

Announcing an electric – and therefore environmentally friendly – vehicle may help Porsche in light of the bad publicity its parent company Volkswagen is currently undergoing.

For the past week, the German automotive group has been under fire for an emissions scandal that will impact millions of consumers worldwide and cost the company tens of billions. Although Porsche, Bugatti, Bentley and Audi-owned Lamborghini may operate independently and even in different countries than Volkswagen, hence a lack of recalls affecting their vehicles, their affiliation with Volkswagen is still likely to steer customers clear of those brands ([see story](#)).

Other Volkswagen brands have had trouble smoothly expanding to the electric vehicle

market.

Namely, Audi has needed to reconfigure its stretch to electric vehicles with new leadership since the departure of its engine development chief in June.

Stefan Knirsch, who had been overseeing Audi's powertrain development since 2013, quit his position. Audi has previously been criticized for its lack of technological innovation and new models, and having new talent at the helm may propel the brand forward ([see story](#)).

"Hybrids and specifically electric vehicles are now at the forefront of technology for luxury and high-end sports car makers," Mr. Levine said.

"Tesla & BMW's i3 and i8 models have already paved the way to prove the market on electric cars can work towards the performance minded buyer," he said. "It makes complete sense for Porsche amongst others to enter this new market segment to compete."

Final Take

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