

INTERNET

Porsche, Delta put consumer in driver's seat through hands-on experience

March 11, 2016



Porsche Rennsport Reunion

By STAFF REPORTS

German automaker Porsche is partnering with airline Delta to satiate consumers' need for speed.

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The duo's FlyRide contest will give one consumer the chance to experience the feeling of being a racecar driver or a pilot through experiences at the Delta Flight Museum and the Porsche Experience Center in Atlanta. This allows both brands to offer consumers a taste of driving an unconventional vehicle, while also proving the skill level of the transportation companies' drivers.

Pilot program

Introducing the contest is a short video in which a Delta pilot and a Porsche driver switch places, putting themselves in the other's vehicle of choice. Positioning them outside of their comfort zones demonstrated the precision and skill necessary to operate a plane or a racecar.

Delta Porsche FlyRide Contest

Consumers in the United States could enter to win the experience from March 1 by first following the Delta or Porsche Twitter and Instagram accounts and commenting on the sponsors' contest posts with the hashtag #FlyRideContest. The contest will end March 31.

One grand prize winner will receive a trip for two to Atlanta. The pair will go to the Delta Flight Museum, where the winner will get to take part in the Flight Simulator experience for one hour. At the Porsche Experience Center, the winner will get a 90-minute Porsche Driver Development Track Driving Experience.

British automaker Jaguar Land Rover is launching the Jaguar Heritage Driving Experience for consumers to test-drive several sports car from the brand.

In November, a 200 acre testing facility will open for consumers to drive vehicles from Jaguar's racing history. The unique opportunity to get behind the wheel of these storied cars will create a strong bond between participants and Jaguar ([see story](#)).