

AUTOMOTIVE

Porsche touts its courage ahead of revamped model debut

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Porsche Panamera

By STAFF REPORTS

German automaker Porsche is showing how courage changes everything with a redesign of its Panamera model.

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Porsche's Panamera, a four-door sedan, was introduced into the automaker's lineup in 2009 after being unveiled at the Shanghai International Auto Show. Looking toward the next generation of drivers, Porsche has redesigned the Panamera to account for its consumers' changing mindset.

On the way

The updated hybrid Panamera design will combine the performance of a "thoroughbred" sports car with the comforts of a luxury sedan.

Porsche's new design features a rear axle steering and a sports exhaust system, available in the automaker's more powerful and efficient models.

The automaker has also reconfigured the silhouette of the Panamera, using a "design language" that is more Porsche than ever. The new Panamera will also be outfitted with the automaker's digital functions that keep drivers connected to the world.

Limited details are available, but Porsche has created a Panamera video that tells its enthusiasts a little about its objective for the model and its redesign. The video gives viewers a brief history of how the Porsche has taken its race car expertise and applied it to consumer models such as SUVs and sedans.

Courage changes everything. The new Panamera is coming.

Internally, Porsche is ensuring its development as the leading provider of digital mobility solutions with a new hire and subsidiary company.

Porsche's supervisory board has approved the founding of Porsche Digital GmnH to further enhance the automaker's digital mobility solutions in its sector. Leading the endeavor will be Thilo Koslowski as managing director, who joined Porsche from Gartner Inc., a United States IT consulting firm ([see story](#)).