

AUTOMOTIVE

## Porsche, Delta make private-to-commercial transfers lavish with transportation escorts

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*Delta and Porsche team up for private jet experience*

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German automaker Porsche is working with Delta Private Jets to help make private-to-commerce connection flights more upscale through a transportation initiative.

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Guests flying private with Delta are now able to take complimentary trips to connecting commercial flights through a ride in one of Porsche's latest models. Fliers will be picked up from their private flights, driven to the commercial airport and escorted through security for a speedier, upscale experience.

"At Porsche, we focus on the harmony of design with extraordinary function," said Andre Oosthuizen, Vice President of marketing at Porsche Cars North America. "Our partnership with Delta Private Jets reflects that same alignment of superior performance and daily, like-minded application, with the customer at the center."

### Jetting through travel

Delta Private Jet customers who have booked connecting trips on the airline's commercial flights will no longer have to worry about sacrificing opulence while transferring. The new experience will ease the connecting and boarding process for customers' second flights by taking care of their in-between transportation.



*Delta private jet*

For instance, if a guest is flying to New York on one of Delta's private jets but transferring to a commercial line for a trip overseas, Porsche will help ease that transition. The automaker is providing a fleet of its vehicles that will pick up customers from the fixed-base operator at their first destination.

Guests will be transported from there to the main airport, where a Delta escort will expedite them through security. Fliers' luggage will also be taken care of and transported separately to the next flight.

The program is available to customers that sign up for the Delta Private Jets Card at locations in the United States such as Atlanta, Detroit, Minneapolis, MN, Los Angeles, Salt Lake City, New York and Seattle.

Porsche's airport rides offer comes at no additional costs to customers.



*Porsche Mission E Concept*

Delta and Porsche are building the new service on top of their existing relationship in which Delta Air Lines' SkyMiles Diamond Medallion customers receive gate-to-gate transportation.

Driving through experiences

Porsche often looks to innovate with new experiences, partnerships and online pushes for consumers to engage with and enjoy.

Recently, the German automaker showed consumers the only reason its drivers are ever late. A recent video starred professional driver Mark Webber that showed the driver in the 919 Hybrid track car as well as the 718 Boxster road vehicle.

Equating the two vehicles helped unify Porsche's image, depicting it as a brand whose concerns for performance are unchanged regardless of whether a vehicle is for the racetrack or the road ([see more](#)).

Also, the Landmark Mandarin Oriental, Hong Kong spurred bookings from local clientele through an exclusive partnership with Porsche.

Those who book the Porsche x Landmark Staycation package will be treated to the property's on-site amenities, including the spa and unlimited non-alcoholic drinks from the minibar, as well as a three-hour driving experience in a Porsche sports car. While booking a room at a hotel might be a tough sell for the hometown crowd, giving access to a branded experience may sweeten the deal enough to inspire an overnight trip ([see more](#)).

"On the ground and in the air, Porsche and Delta Private Jets exude the highest levels of comfort and care," said Kelly Love, vice president of corporate strategy and business development at Delta Private Jets. "Through this exciting partnership, we look forward to exceeding our customers' expectations in more ways than ever and to continuing to provide them with seamless travel solutions before, during and after their flights."