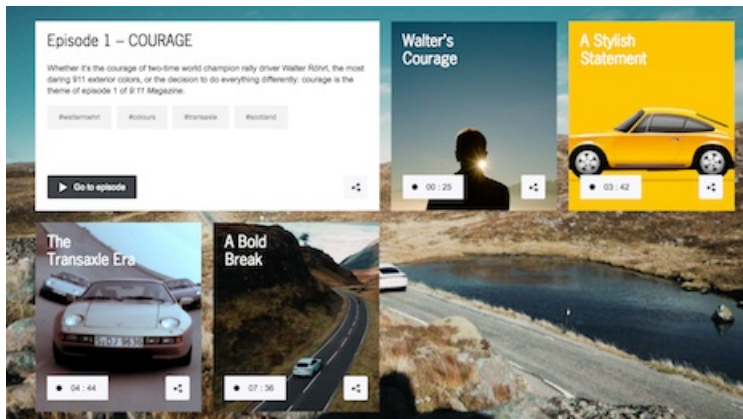


AUTOMOTIVE

Porsche supports digital magazine with docu-style video content

March 31, 2017



Porsche 9:11's Magazine

By BRIELLE JAEKEL

German automaker Porsche is building a stronger community around its brand and love for its vehicles with a new twist on the automotive magazine.

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The 9:11 Magazine by Porsche is the automaker's video version of a magazine. The online hub created by Porsche acts a digital magazine with various docu-style videos for all things related to the automaker.

"The 9:11 Magazine sparks emotions, ably explains technical and technological developments and provides interesting insights into the past, present and future of Porsche," said Josef Arweck, Vice President Communications of Porsche AG.

Digital magazine

Named after its iconic 911 vehicle, the magazine's video episodes are all timed roughly around 9 minutes and 11 seconds.

The first episode, currently live on the 9:11 Web site, dives into topics in relation to courage and the Porsche. The video interviews rally driver Walter Röhrl about his journey to becoming a two-time world champion and also touches on the history of Porsche's courageous coloring.



Mr. Rhrl's interview

Mr. Rhrl talks about how he was able to accomplish major feats in the rally-racing world without fancy stunt riding, but instead driving smart and cautious. After losing his brother in a car accident, it took courage to continue on but he made sure to drive safe so his parents would not have to suffer through that again.

Porsche then goes on to a timeline of the 9:11 vehicle's most innovative and bold coloring through the years, starting with the 1967 Bahama Yellow and ending with Miami Blue in 2016.

The next segment is the Courage episode is an overview of the transaxle age, which was a shock to Porsche fans but flourished in the 1970s.

Porsche's final chapter of the first episode takes viewers to Scotland as a Porsche drives through the landscape views of its countryside. Throughout the journey, Porsche points out important landmarks and locations.

Future episodes on the Web TV platform will follow similar formats.



Porsche's courageous episode

9:11 Magazine will also act as a hub for media and publications to retrieve images for press use.

The online magazine is meant as a backup to the automaker's Christophorus magazine.

Porsche and video

Porsche has a rich history with video, which connects its brand further with fans and consumers.

For instance, the German automaker became its own content creator through an online series that ranks various brand vehicles for different categories.

Porsche Top 5 series is a recent online video show that features five different Porsche cars that fit within the topic perimeters for the episode. The first episode, "Rare Porsche Factory Models," dove into unique and rare models housed inside the Porsche warehouse ([see more](#)).

Germany's Porsche also injected a bit of danger into the promotion of its new Panamera Turbo when the automaker took unwitting customers onto a racetrack and filmed the response.

The campaign sees everyday French customers ordering transportation from a ride-sharing service, only to be picked up in a souped-up Porsche driven by FIA WEC champion Romain Dumas, who takes them on a wild ride. Porsche's strategy is playful and even a bit edgy, as not every customer is totally happy with the impromptu race ([see more](#)).

"People are at the heart of the magazine," Mr. Arweck said. "They tell stories that are supposed to reach and be remembered by the viewers."