

AUTOMOTIVE

## Porsche offers alternative to ownership via subscription program pilot

October 10, 2017



*Porsche Passport lets members flip between sports cars, sedans and SUVs. Image credit: Porsche*

---

By STAFF REPORTS

German automaker Porsche's U.S. importer is tapping into the sharing economy with the launch of a subscription model of ownership for its vehicles.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Porsche Passport, available from Oct. 10 in Atlanta, allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior.

"Our Strategy 2025 vision is to be the most aspirational brand in a new era of mobility and consumer expectations. Catering to customers' desire to experience our sports cars in new ways is a part of our core strategy," said Klaus Zellmer, president and CEO of Porsche Cars North America, in a statement. "With Porsche Passport, we now offer our customers a simple and flexible driving solution at their fingertips."

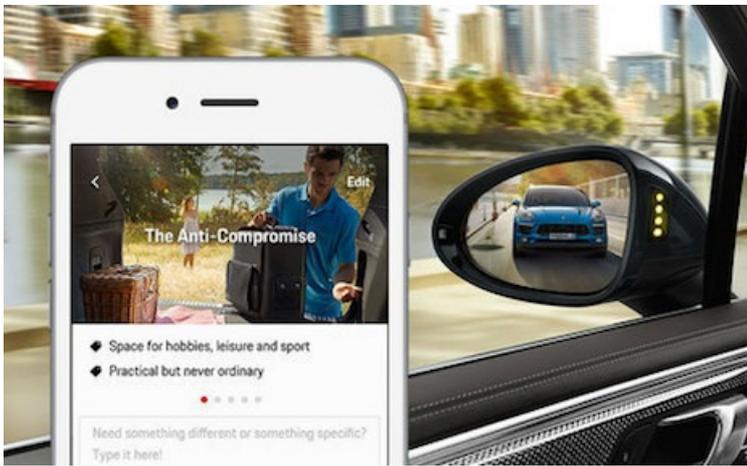
### Car choice

Porsche Passport, created in partnership with Clutch Technologies, is available on a month-to-month basis. Included in the monthly fee are car registration fees, vehicle tax, insurance, maintenance and detailing, as well as unlimited mileage.

Consumers can apply for the program via an app for Apple and Android devices, with a one-time activation fee of \$500. Porsche Passport runs a background and credit check on a member before granting them approval for the service.

The service offers two tiers of membership. "Launch" offers access to eight different models, including the Cayenne and the 718 Boxer, for \$2,000 a month.

For those who want more variety, "Accelerate" provides consumers with 22 different models to pick from, including the Porsche 911 and the Macan GTS. This plan has a monthly fee of \$3,000.



*Porsche Passport app. Image credit: Porsche*

From the app, consumers can schedule white glove vehicle delivery for the same day or a future date.

At launch, Porsche's pilot program is only available to consumers in the Atlanta metro area, with car deliveries starting in November.

U.S. automaker Cadillac similarly rolled out a monthly subscription option for car shoppers, taking car buying outside of the traditional purchase, financing or leasing model.

Book by Cadillac gives subscribers access to a range of vehicles for a flat fee of \$1,500, allowing them to swap out their car for particular uses or needs. Other categories in the luxury sector have discovered interest in subscription ownership, but Cadillac claimed the spot as the first luxury automaker to test out this model ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.