

AUTOMOTIVE

Porsche, Rolling Stone release rock-oriented light show for E-performance models

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Porsche and Rolling Stone's short film stars rock guitarist Dave Navarro. Image credit: Porsche

By DANNY PARISI

German automaker Porsche's latest campaign sees it partnering with two unlikely candidates, Rolling Stone magazine and rock guitarist Dave Navarro for an electric vehicle promotion.

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To celebrate the auto company's new line of E-performance models, it partnered with Rolling Stone and Mr. Navarro for a short film that combines a raucous live rock performance with a coordinated light show on the back of a Porsche. The partnership also represents the first big brand project from Rolling Stone since it was partially purchased by publisher Penske Media, the owner of Robb Report.

E-performance

Sustainability has been on many auto manufacturers' minds in recent years, as the impact of emissions on the environment continues to become clear.

That is why some of the biggest names in car manufacturing have been working on making more sustainable cars with less carbon emissions from the exhaust.

Porsche's E-performance project was created in order to make cars that are more consciously designed to be better for the environment.



Dave Navarro. Image credit: Porsche

To promote this new line, Porsche teamed with Rolling Stone and rock guitarist Dave Navarro for a short film called Engine Notes.

In the short film, a performance by Mr. Navarro and his band, the Royal Machines, is synced in time with an LED light display on the back of a Porsche vehicle as it drives around a track.

During the performance, the lights on the back of the car change and flicker along with the music.

Filmed at the Porsche Experience Center in California, the short film saw Mr. Navarro's guitar being hooked directly into the light rig on the car, so that he could control the lights through the music he played.

Luxury break

The collaboration between Porsche and Rolling Stone is interesting for a few reasons. For one, it sees Porsche, which usually tries to present its products as refined and elegant, positioning its new cars alongside a raucous rock concert.

Secondly, it is the first big brand partnership Rolling Stone has taken on since it was recently partly acquired by Penske Media, the company that publishes Women's Wear Daily, among other publications.

Porsche has been taking a more lighthearted approach to its marketing in recent campaigns.

For instance, Porsche has released a new video spot that seeks to strike a balance between the cool hipness of a luxury sports car and the everyday, domestic capabilities of a sports utility model.

Porsche's "Neighbor" and takes a naturalistic approach to delivering its message, ending with a fitting punch line that underscores the unique identity the brand has crafted for its Cayenne SUV line. The video spot comes at a time when Porsche is attempting to reinvigorate its marketing model with advertisements that make use of augmented reality and other new technologies ([see story](#)).

Engine Notes

Outside of marketing, Porsche Design has unveiled its first concept store in the United States at high-end shopping destination South Coast Plaza in Costa Mesa, CA.

Nearly 30 years ago, Porsche Design opened its first storefront in South Coast Plaza. The Costa Mesa retail center sees annual sales nearing \$2 billion and the Porsche Design boutique found there has been the brand's top-performing storefront since opening in 1988 ([see story](#)).

Engine Notes shows Porsche looking to go outside the box of its usual marketing tactics in order to promote its latest line of environmentally-conscious cars.