

AUTOMOTIVE

## Porsche takes race car off the track in stunt

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*Porsche Panamera S E-Hybrid Turbo. Image credit: Porsche*

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By STAFF REPORTS

German automaker Porsche is showing that its racing technology is at the heart of its production models through an illusion.

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To demonstrate the connection between these two factions of its automotive endeavors, Porsche gave a Panamera Turbo S E-Hybrid a new look via 3D mapping. For marques with racing heritage, competition serves as a means to back up performance claims.

Off track

In the first use of moving 3D projected mapping, Porsche drove a wrapped Panamera Turbo S E-Hybrid around a city, casting the image of a Le Mans winning 919 Hybrid onto the vehicle in real-time.

The automaker then filmed the vehicle's journey, ending the footage with the idea "Hybrid racing technology for the road."

Titled "Hide n' Seek," the social video has surpassed 17 million views.

*Hide n Seek Porsche E-Performance*

In addition to this racing-inspired spot, Porsche's promotions for its electric line have also included links with artists.

The brand's latest campaign saw it partnering with two unlikely candidates, Rolling Stone magazine and rock guitarist Dave Navarro, for an electric vehicle promotion.

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 ([see story](#)).

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