

AUTOMOTIVE

Porsche seeks to define Taycan's soul in electric teaser

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Porsche's Taycan has been given a new name. Image courtesy of Porsche

By SARAH JONES

German automaker Porsche is teasing its entry into electric vehicles with a short that focuses on a difficult to define part of the car.

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Porsche's "Soul, electrified" film offers an early look at the Taycan, the upcoming first all-electric vehicle from the brand. While the model, previously known as the Mission E, will be swapping out a combustion engine for a battery, Porsche is turning to video to let consumers know it will retain the same soul as the automaker's other creations.

"Porsche [is communicating that it] is the electric vehicle that doesn't give up the soul of the car," said Lauren Fix, automotive expert, the [Car Coach](#), Lancaster, NY. "It's still a Porsche you will love to drive."

Ms. Fix is not affiliated with Porsche, but agreed to comment as an industry expert. [Porsche](#) was reached for comment.

New name

Porsche's Mission E originally debuted as a concept car at the Frankfurt Motor Show in 2015. Now, as the sedan model's end-of-decade release date nears, Porsche has given it a new name.

The automaker has christened the car Taycan, which can be translated to "lively young horse." In addition to referencing the equine figure in Porsche's logo, the name intends to communicate the spirit of the car.

"Our new electric sports car is strong and dependable," said Oliver Blume, chairman of the executive board of Porsche AG, in a statement. "It's a vehicle that can consistently cover long distances and that epitomizes freedom."

Giving consumers a first taste of the Taycan, Porsche released a short teaser video. At the start, a voiceover compares the soul of the car to the intangible yet perceivable effects of wind and gravity, using billowing clouds and a ballerina to visualize the thoughts.

The video continues to explain that soul cannot be timed on the track or found as a button on the dashboard. Porsche also notes that its engineers would all give different answers if asked about the car's soul.

Soul, electrified - Porsche Taycan teaser

Taycan will be put into series production next year. Prepping for this, Porsche has built a new paint area and dedicated assembly space at its headquarters in Zuffenhausen, Germany.

The creation of this car will add 1,200 jobs in Zuffenhausen.

Even though the Taycan will not be available to consumers for a few years, Porsche is reaching out to electric vehicle owners via technology. A newly launched Porsche Charging Service mobile application will help drivers find charging stations for their cars.

Consumers can check the app for real-time information about the availability of charging spots and the cost. They can also make payments by using a QR code or a Porsche ID card, given to them for free after signing up for the app.

This service is not limited to Porsche vehicles, which may help the automaker create relationships with owners of competing marques.



Porsche's charging app. Image courtesy of Porsche

Porsche's charging service is currently available in Germany, Austria, Switzerland, Denmark, the Netherlands, Belgium and Finland, with further markets expected this year.

"In addition to fascinating vehicles, building a customer-friendly charging infrastructure is the key to achieving long-term success for electromobility," said Detlev von Platen, member of the executive board responsible for sales and marketing at Porsche AG, in a statement.

"With the Porsche Charging Service, we are offering our customers a central digital platform that simplifies every aspect of the charging process," he said. "As a result, it is even easier to integrate charging into everyday life."

Electric expansion

Three major automotive trends will converge in the next 10 years: ride sharing, self-driving vehicles and electric automobiles.

With these three trends coming together, future-focused automotive brands and tech startups will be poised to have a much larger stake in the transportation business, according to a [report](#) from the Boston Consulting Group. This will be especially important for luxury automakers, who will want to stay on the cutting-edge of new road innovations ([see story](#)).

As automakers continue to invest in electric mobility initiatives, the electric vehicle market is likely see a paramount jump by the year 2025.

According to a report from Frost & Sullivan, the electric vehicle (EV) industry is expected to see a 28.3 percent annual compound growth rate, with a jump from 130,000 units to 1.8 million in seven years. Plug-in hybrids will lead the market, with a 59.8 percent share, but complete battery-powered cars will continue to gain traction ([see story](#)).

Porsche is investing heavily in electric technology, doubling its expenditures to 6 billion euros, or about \$7 billion, through 2022. About 500 million euros of this sum is going towards the Mission E and its offshoots ([see story](#)).

"Like Jaguar and others, offer an EV option is critical to selling cars in California," Ms. Fix said. "Regulations are forcing manufacturers to offer plugin hybrids."

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