

AUTOMOTIVE

## Porsche appeals to thrill seekers with watersport adventure

October 11, 2018



*Image credit: Porsche*

By SARAH RAMIREZ

German automaker Porsche is leaning into a sense of adventure in a new short film that is a departure from the marque's usual advertising narratives.

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

The campaign puts the spotlight on the automaker's compact sport utility vehicle, the Macan, rather than its more well-known 911 and 918 models. While recent Porsche efforts have built a sense of nostalgia, "Choose Thrilling" instead appeals to drivers who need versatile vehicles that fit their on-the-go lifestyles.

### Thrill seekers

While powerful engines are always central to the idea of Porsche, "Choose Thrilling" also draws attention to its GPS and off-roading capabilities.

Set in Lisbon, Portugal, the short begins with a man loading his spacious SUV with a wakeboard. The driver navigates through the European city's winding, cobblestone roads using the Macan's built-in navigation system.

*A Macan goes off-roading on the beach in Porsche's new film*



*Image credit: Porsche*

#### SUV success

Porsche's Macan was one of the five highest-rated models of 2018, according to J.D. Power. The Porsche 911 earned the highest spot with a score of 94 out of 100.

In addition to making two of the top five, Porsche saw a total of three cars on J.D. Power's top 10, with the Porsche 718 listed at number eight ([see story](#)).

Sales of sport utility vehicles have dominated the luxury car market in 2018, but the gap between high-end and mass-market SUVs is narrowing.

More than 1 million luxury vehicles were sold this year, 62 percent of which were SUVs, according to a recent report from Edmunds. Growing availability of high-end SUVs has driven this trend, but the price gap between luxury and mainstream vehicles has also shrunk 10 percent in the last decade.

Most drivers who exclusively shopped for high-end vehicles preferred Porsche, Jaguar, Audi and BMW ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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