

AUTOMOTIVE

Porsche introduces new GTS for everyday competitors

October 23, 2018



The new Porsche Panamera GTS is seen in Los Angeles. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche showed off its new Panamera GTS in a new vignette that is part scenic drive and part drag race.

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Set in Los Angeles, the short showcases the everyday drivability of the Panamera GTS as well as its power. Two men drive through the city before arriving at a meeting place to race, highlighting the Porsche's versatility.

"It features the Panamera GTS and the Panamera GTS Sport Turismo driving through city streets," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "Rather than a racetrack or rugged terrain characteristic of a sports car advertisement."

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

Friendly competition

The GTS is introduced in a short film with competitive themes.

One man texts his friend asking to meet him by the Los Angeles River that afternoon. Each man walks through their respective neighborhoods to their cars and begins driving.

Porsche's new film for the Panamera GTS focuses on the spirit of friendly competition

Looking like the ideal Porsche driver, the men appear to be in their late 20s or early 30s and are dressed casually in sleek jeans and tee shirts for effortlessly cool personas.

The Panamera GTS comes in a sleek sedan design as well as sports turismo model. Both are featured in the spot with a fire red exterior that pops amid the muted L.A. backdrop.

Redesigned in the last few years, the new Panamera was meant to unite the sports cars that the brand is known for on one hand with comfortable luxury sedans on the other, bridging the gap between the worlds. The 2017 Panamera joined a recent line of reinventions by the automaker intended to broaden its appeal to new consumer segments

(see story).



The new Porsche film includes sedan and Sports Tourismo GTS models. Image credit: Porsche

There is no dialogue in the film, and the Panameras take center stage. In addition to interior and detail shots of the GTS, there are several aerial shots as the drivers travel through Los Angeles.

Once the men arrive by the river, they speed up and begin to race all in good-nature. Instead of staying steady, the camera spins to emphasize their breakneck speeds. Among the driving stunts performed are donuts, before they depart the desolate scene and drive towards to the hillside.

After the friends reach a viewpoint overlooking Los Angeles, they receive a text from a third, unseen friend with a new meeting time and place, setting into motion another race.

Redefining tradition

Porsche has been honoring its 70th anniversary with a variety of initiatives and campaigns that look to its storied past while also trying to capture the imaginations of the next generations of drivers.

The automaker released a video to celebrate its 70 years in service online. The film touts the family of Porsche owners around the world and the series of bold characteristics that bring them together.

Porsche's film continues showing major moments in the brand's racing career while also depicting everyday life in Porsche vehicles throughout the years. The automaker then goes on to touch on the brand's highlights over the last 70 years, such as being the first sports car in the SUV segment, and its German heritage (see story).

Porsche also leaned into sentimentality and nostalgia in a campaign that shares the passion for its brand across generations.

In "A Letter Returned," a young Porsche fan gets the surprise of a lifetime when he comes face-to-face with a Porsche in his small Canadian hometown. The vignette captures the emotional connections consumers can have with luxury automotive marques (see story).

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