

AUTOMOTIVE

Porsche brings car lovers together in road trip adventure

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A Porsche 911 brings a couple together. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is playing up how its cars serve as vehicles, literally and metaphorically, for drivers to make new memories in a road trip-themed short film.

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As part of its 70th anniversary, the marque continues to share how personal driving experiences are to consumers around the world. Porsche Canada is helping fans make their car dreams come true as part of its anniversary initiative.

"The campaign reflects the Porsche brand, which is about being iconic and embodying the thrill of a high-performance and luxurious sports car," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "It is usually implied that the person driving a car is the owner, but in this video, it's clear that the car is borrowed or rented."

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

Driving together

"A Sports Car Connection" centers on a long-distance couple, Sarah and Rod. One of their favorite ways to reconnect is to take road trips together.

As a surprise, Sarah picks up RoD in a sleek Porsche 911. He is a longtime fan of the automaker, and is shown adjusting a Porsche model car in his apartment before he meets his partner.

Sarah surprises Rod with road trip of a lifetime in Porsche's latest effort

From Toronto, the couple set out on their latest adventure.

Along the way, they drive through the woods of Ontario and make a pit stop at Sauble Beach. Sarah and Rod document their trip through selfies and enjoy classic road trip activities like grabbing ice cream.



A road trip in a Porsche is a special experience. Image credit: Porsche

Both take turns driving the 911 on the open road, reinforcing the idea that women can enjoy sports cars as well.

The short film offers an intimate look at the simple pleasures people can share together with the help of a Porsche. Enjoying quality time together and making new memories is the ultimate luxury.

Pushing Porsche

Porsche also relied on the themes of sentimentality and nostalgia in the first installment of its "Decades of Dreamers" series. The campaign shares the passion for the Porsche 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](#)).

In A Sports Car Connection, Sarah rents a 911 Targa 4 GTS for her road trip with Rob.

Porsche's U.S. importer is expanding its subscription program pilot to give drivers more on-demand, short-term access to sports cars.

Two new pilot programs give Porsche enthusiasts the opportunity to rent a vehicle for a period as short as a few hours provided they live near one of the markets where the pilots are available. As car buyers' interests and habits evolve, luxury automakers are going in new directions to get more consumers in the driver's seat ([see story](#)).

"With the rise of vehicle subscription services, Porsche is becoming accessible to a wider demographic," Ms. Blackley said. "This captures the thrill of a Porsche and the joy it can bring to people even if they aren't able to own one."

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