

AUTOMOTIVE

Porsche brings 919 tribute to the opera

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Patrick Dempsey suits up for Porsche again. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche turned to a longtime brand ambassador to help make a grand entrance at a cultural event.

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American actor Patrick Dempsey appears in a new short film as part of Porsche's 919 tribute tour. With a humorous and adventurous take on a night at the opera, Porsche shows the uniqueness of its vehicles as well as its appreciation for cultural heritage.

"The relationship between Porsche and Patrick Dempsey is valuable because not only is Dempsey a highly-recognizable actor, but he is also an accomplished race car driver," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "The campaign captures Porsche's sophistication and elegance while invoking Porsche's reputation as the ultimate high-performance sports car."

Dramatic entrance

The new film is set in Leipzig, Germany, a major city and home to an opera house and a Porsche factory. Mr. Dempsey is seen in a hotel suite, getting ready for a special event.

Mr. Dempsey has been a part of Porsche's motorsport team since 2013. He has been a fan of the brand since childhood, watching the automaker take home trophies at various races ([see story](#)).

Patrick Dempsey races a Porsche to the opera

While Mr. Dempsey finishes getting dressed, he is on the phone with an unheard friend assuring them that he will arrive at the event on time. He also briefly refers to the last time his previous trip in Germany.

A humorous flashback interrupts the hotel scene and shows Mr. Dempsey spraying Champagne, in the same manner as race winners, across an entire German restaurant.

In the next scene, Mr. Dempsey appears to be driving a Porsche and again promises whoever he is speaking to that he will be sure to make a quieter entrance at the opera he is attending.

As Mr. Dempsey drives through Leipzig, instead of hearing an engine roar the only ambient sound is elegant opera

music.



The Porsche silents the crowd at the opera. Image credit: Porsche

When he arrives at the front steps of the opera house, it is revealed that Mr. Dempsey is driving a white Porsche 919 hybrid. For a brief moment, the photographers outside go silent as the 919 pulls up, and then the camera shutters begin again.

While Mr. Dempsey and the 919 are photographed on the red carpet, a tagline reads, "Sometimes it just takes a silent entrance to make a lasting impression" a reference to the Porsche's quiet e-performance engine.

Artistic tributes

Porsche often celebrates its vehicles through artistic or consumer-facing endeavors.

After 17 race wins in four years, including three consecutive Le Mans victories, the 919 Hybrid is the star of a farewell tour that brings the race car in front of motorsports enthusiasts across the world. By showcasing the 919 Hybrid outside of World Endurance Championship (WEC) regulations, Porsche is using this as an opportunity to break track records with the still-competitive race car.

Porsche's 919 Tribute Tour began this spring and has already made stops in cities such as New York and Shanghai. Bangkok was the final stop in Asia, coinciding with the Porsche Carrera Cup Asia in Bangsaen, Thailand.

The Tribute Tour continued until the 919 Hybrid's final drive in October ([see story](#)).

The automaker also offered a unique and pared-down look at two of its sports cars through a series shot by a famed photographer.

In honor of its 70th anniversary, the brand enlisted Peter Lindbergh to photograph the 911 sports car and the Mission E, Porsche's first fully electric vehicle. While the 911 is an iconic representation of Porsche's past and present, the Mission E is representative of the automaker's future.

The series was part of the Porsche Talent Project, which pairs established creatives with younger artists. German artist Skander Khilf shadowed Mr. Lindbergh and was able to create his own images during the shoot ([see story](#)).

"[Supporting the arts] shows Porsche's goodwill for a cause that likely appeals to its target audience," Ms. Blackley said.