

AUTOMOTIVE

Porsche puts artistic twist on hybrid campaign

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Porsche markets its hybrid Panamera from an artistic standpoint. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is establishing a connection among its cars, art and sustainability as the marque highlights the performance of its hybrid sedan.

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For a campaign centered on the Panamera Turbo S E-Hybrid, Porsche enlisted a dancer to show how silent strength can still make a strong impression. Misconceptions continue to surround hybrid and electric vehicles, particularly from automakers with a reputation for high speed and performance.

Porsche performance

In the short film "Inspired by Porsche: Dance," longtime Porsche driver and ballet dancer Friedemann Vogel shares why he believes dance and sports cars have much in common.

The accomplished dancer narrates the vignette in his native German, with English subtitles. The musical score begins as a more delicate, classical-inspired melody before transitioning to a more dramatic and modern sound.

Porsche establishes a connection between its cars and dance

"Sustainability is very important to me," Mr. Vogel says early on in the film, bringing attention to the vehicle's hybrid engine.

"What I like about Porsche is that they also honor tradition," he explains. "Ballet is an old art form where you keep a certain tradition alive but are also mindful of the future."

Throughout the film, images of Mr. Vogel rehearsing his dance routines are juxtaposed with shots of the Panamera hybrid. Mr. Vogel also appears in a tailored suit, both behind the wheel of the Porsche and at the Staatsoper Stuttgart, where he is a principal dancer.

While ballet may be primarily associated with grace, it is clear that strength is also important for any dancer to be successful.

This high-level of performance is what Porsche hopes to relate to all of its vehicles, even if its hybrid Panamera may

not have the distinctive roar of a sports car engine. For instance, Mr. Vogel performs a pirouette and the scene fades into an aerial shot of the Panamera navigating a curved road with similar precision.

"When we dance, we try to float silently across the stage, which is similar to an e-hybrid it's almost floating," Mr. Vogel says. "But in the next second, we can also step on the gas and go all the way."

Artistic vehicles

Many Porsche films have a creative bent, contributing to the automaker's brand of appreciating different art forms.

As part of Porsche's 919 tribute tour, American actor Patrick Dempsey appeared in a short film driving a white Porsche 919 hybrid to the opera.

While Mr. Dempsey drives through Leipzig, the only ambient sound is elegant opera music instead a roaring engine. When 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 ([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 marque 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 ([see story](#)).

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