

AUTOMOTIVE

Porsche pushes consumers to disconnect through driving

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Porsche is balancing driving with a digital detox in a new series. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is celebrating the power of the driving experience by encouraging fans to get in front of a steering wheel instead of a smartphone.

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With automated features becoming more popular and traditional notions of ownership changing, the driving experience has also evolved. Through its "Gone Driving" digital series, Porsche reinforces the idea that driving a Porsche is an experience that cannot be replicated digitally.

Gone driving

Porsche geared its latest campaign to younger affluent drivers by asking young adults to experience a road trip in Portugal. The diverse participants each discussed the benefits and pitfalls of digital media, while describing driving as a therapeutic experience.

Through the voices of each influencer, the series touches on trends such as experiential travel, social media and digital detoxes, as well as how the Porsche 718 T models fit into their lifestyles.

Gone Driving is geared towards younger affluent drivers

For instance, photographer Oskar Bakke discusses how driving is an escape for him.

"Sometimes it feels like I live life in the fast lane," Mr. Bakke says in a voiceover. "My way of detoxing is to explore and adventure."

Mr. Bakke is shown driving a Porsche 718 Boxster T down the Portuguese coast, while explaining that one of his favorite activities is to surf in the mornings because it is free of distractions. He also portrays the lack of built-in navigation as a positive, because it encourages him to stay focused.

Similarly, petrolhead Kyoko describes driving as an opportunity to clear her head from distractions. She explains that driving is her favorite therapeutic activity, ahead of exercises such as running and boxing.

Fellow car enthusiast Alvaro connects the experience of driving a Porsche to other analog activities that are seeing a

resurgence as people become emotionally detached due to the overwhelming number of screens in society.

"Being behind the steering wheel and looking straight ahead is all I want to do while I'm driving," Kyoko says.

Distraction-free driving

Gone Driving is a strategic sendup from Porsche on the in-vehicle technology that is increasingly common but potentially detracting from the classic in-car experience.

As luxury automakers continue investing in vehicle technology, companies risk alienating a significant number of affluents who believe these innovations detract from the driving experience.

According to a YouGov report on affluent auto purchasers, part of the YouGov Affluent Perspective 2019, U.S. drivers are interested in technology that enhances vehicles' safety, security and convenience.

Almost half of affluents, 45 percent, believe that vehicle technology has overwhelmed the driving experience. Drivers are often drawn to luxury vehicles because of their performance capabilities ([see story](#)).

Consumer satisfaction with new-vehicle technology has improved, but automakers need to be keen about what features drivers use the most to make the wisest investments of their efforts.

According to the J.D. Power 2018 U.S. Tech Experience Index (TXI) Study, navigation and voice recognition are among the most popular technologies used by drivers, but they are more likely to use their smartphones for those features than in-vehicle touchpoints. Automakers should instead focus on technology they alone can provide, though adoption of these advanced features varies widely among car manufacturers ([see story](#)).

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