

AUTOMOTIVE

Porsche showcases power of electricity through love letters

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Porsche continues to tease its first all-electric vehicle. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is highlighting its blossoming relationship with electric vehicles through visual love letters.

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Porsche's #ElectricityTalks series is building anticipation ahead of the launch of the Taycan, the sedan that will be the marque's first all-electric vehicle. The films are set alongside famous landmarks that demonstrate the immense power of electricity, a response to skeptics who do not believe electric engines can coexist with Porsche's sports cars.

"Porsche has always been about technological innovation, so it's no surprise that they're one of the first legacy luxury brands to get into mainstream electric vehicles," said David Undercoffler, editor in chief of **Autolist**. "But they're being smart about it by delving into EVs with an all-new model and nameplate rather than upsetting the Porsche faithful by releasing an electrified version of an existing sports car."

Mr. Undercoffler is not affiliated with Porsche, but agreed to comment as an industry expert. **Porsche** was reached for comment.

Electric landmarks

The first film in the series is addressed to Porsche from "Electricity."

"Hey, friends of Porsche. I took over the Porsche YouTube channel and created this video for you," the video description reads. "This is what I really want to get off my chest. Feel free to share your thoughts."

"Electricity" reaches out to Porsche

The vignette takes place in London on the evening of June 30, as spectators gather to view the London Eye ferris wheel light up the night sky. The iconic structure emits a blue glow in a pattern that mimics morse code, which viewers try to decipher as they record the light show on their smartphones.

Porsche slowly decodes the message from Electricity: "Hey Porsche, get me out on the road."

The automaker responds through another video message set at the Hoover Dam in the United States.

A fleet of black Porsche vehicles drives alongside the Colorado River before assembling on an arch bridge facing the Dam. A light crew begins assembling a light stage before the surrounding floodlights are dimmed and plunge the area into darkness.

Porsche delivers a message from the Hoover Dam

Then, a message from Porsche lights up the wall of the Hoover Dam: "Hey Electricity, all that cold water making you feel numb? Get ready to feel again."

The video concludes with the promise that the first all-electric Porsche is coming soon.

Both "love letters" take place at significant locations, at which electricity and engineering reached new heights figuratively and literally to create innovative structures.

Electric investments

Previously, Porsche has focused on more subjective aspects of its forthcoming Taycan. The first production model is expected to debut this September.

Porsche's "Soul, electrified" film offered an early look at the Taycan. While the model, previously known as the Mission E, will be swapping out a combustion engine for a battery, Porsche is turning to video to let consumers know it will retain the same soul as the automaker's other creations ([see story](#)).

The automaker is investing heavily in electric technology, doubling its expenditures to 6 billion euros, or about \$7 billion, through 2022. About 500 million euros of this sum is going towards the Taycan and its offshoots ([see story](#)).

"The Taycan sedan is Porsche's way of having their cake and eating it, too: they can use it to prove their relevancy and forward-looking abilities in a performance-oriented sedan while continuing to build gas-powered sports cars and SUVs that have industry-leading performance and handling," Autolist's Mr. Undercoffler said. "Once the Taycan starts establishing Porsche's EV street cred, they'll look to expand their EV offerings to its entire lineup."