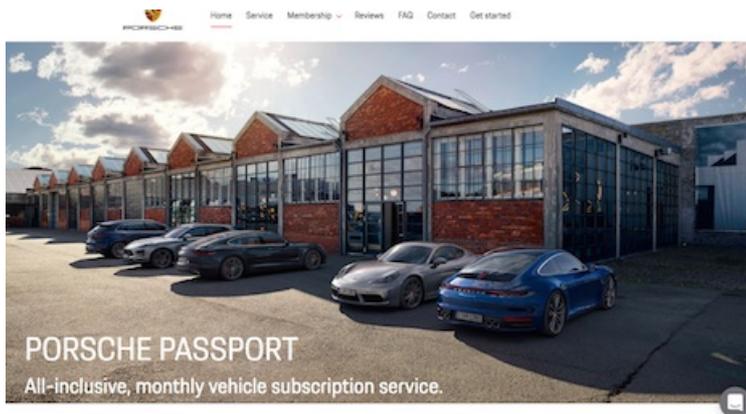


AUTOMOTIVE

Porsche's mobile-based, short-term rental programs draw new customers

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Consumers increasingly prefer experiencing ownership rather than outright possession ownership, thus birthing the subscription-based, mobile-driven rental economy for products. Image credit: Porsche

By STAFF REPORTS

Porsche Cars North America will launch its Porsche Passport and Porsche Drive mobility services to four new cities in North America after a successful pilot in Atlanta that expands on-demand access to customers.

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Up to 20 current Porsche model variants will benefit from Porsche Passport and Porsche Drive for short-term driving rather than a traditional lease or outright purchase.

"Why is Porsche creating new mobility models? Because consumers increasingly want more flexibility, more individual choice, and to have this on their mobile devices," said Klaus Zellmer, president/CEO of Atlanta-based Porsche Cars North America, in a statement.

"We want these consumers to have the same superb level of Porsche experience that we provide for our customers who buy or lease," he said.

The programs will be offered through Porsche dealers in Las Vegas, Phoenix, San Diego and Toronto. The German automaker will also extend the Porsche pilot in Atlanta to local dealers.

Long on short

The German sports car maker is one of many auto brands including General Motors Co.'s Cadillac, BMW and Daimler's Mercedes-Benz that offer subscription-based, short-term ownership experience models.

Declining car sales among millennials and growth in shared-car ridership have forced automakers to come up with new sales models other than outright purchase and standard leasing.



The Porsche Passport program is reliant on app technology, making it relatively easy and accessible for consumers to savor the Porsche car experience. Image credit: Porsche

According to Porsche, the Atlanta Passport pilot that launched in late 2017 found that the average subscription is about four months. The most common reason for suspending membership was extended travel plans.

What this means is that the month-to-month model is attractive for its flexibility.

Passport users swap models, on average, 2.5 times per month, per Porsche.

More than 50 percent of Passport members flip their vehicles at home, close to 30 percent swap their vehicle at work, and the remaining swaps occur in other locations, such as a coffee shop or restaurant.

Clutch Technologies will continue to manage the tech platform for the program, extending the relationship from the pilot.

Porsche said the expansion of Passport and Drive creates a new role for dealers in all five cities. They will oversee the customer experience and the fleet, including white-glove vehicle delivery and maintenance.

Opening doors

Porsche Passport is a monthly subscription plan that offers members unlimited swaps between models at the touch of an application, according to Porsche.

Cars are delivered and picked up by concierge anywhere a customer chooses within his or her service area.

All operating costs except fuel are included in the flat monthly fee of \$2,100 for the "Launch" membership that includes eight Porsche model variants and \$3,100 for the "Accelerate" level that adds 12 higher-performing variants to the offering. Taxes and fees are extra.

Porsche Drive in the United States grew out of the Passport program to offer customers shorter commitments than a month, such as weekend getaways, date nights or vacations, Porsche said. It is also app-based, with hourly (four-hour minimum), daily and weekly usage options.

Porsche expands new mobility models Passport and Drive to four additional North American cities.

Four new cities in North America will host Porsche Passport and Porsche Drive, which offer up to 20 current model variants from the German sports car maker for shorter-term enjoyment than a traditional lease or purchase. The programs are rolling out to Porsche dealers in Las Vegas, Phoenix, San Diego, and Toronto after a successful 1.5 year pilot in Atlanta, which will continue.



Porsche Passport

A monthly subscription plan that offers members unlimited swaps between model variants at the touch of an app. Cars are delivered and picked up by concierge anywhere a customer chooses within the Passport service area.

Choose from two tiers¹

Launch | \$2,100 / month²



Accelerate | \$3,100 / month²



Learn more

For more information, download the Porsche Passport mobile app, contact us via phone, or visit the Porsche Passport or Porsche Drive website.

Porsche Passport: 1-888-369-9904
porschepassport.com

Porsche Drive: 1-888-490-9077
porsche-drive.us



Scan to download the Porsche Passport app.

Milestones

Key facts from the first year and a half of Atlanta pilot.

1M⁺

Over 1 million total miles driven.

50%

Over 50 percent of members flipped their vehicles at home, close to 30 percent swapped their vehicles at work, with the remaining flips occurring at other locations, such as a coffee shop or restaurant.

80%

In our first year and a half, more than 80% of Passport members in the Atlanta pilot were new Porsche customers.

Porsche Drive

Drive in the U.S. grew out of the Passport program to offer customers shorter commitments than a month, such as weekend getaways, date nights, or vacations.

Why is Porsche creating new mobility models?

"Because consumers increasingly want more flexibility, more individual choice, and to have this on their devices. We want these consumers to have the same superb level of Porsche experience that we provide for our customers who buy or lease."

Klaus Zellmer, President and CEO of PCNA

¹ Model deliveries are subject to change. ² Taxes and fees not included. ©2019 Porsche Smart Mobility, Inc.



Porsche has expanded the range of models offered under its Passport and Drive subscription plans. Image credit: Porsche

Similar to Passport, the Porsche cars are delivered and picked up by concierge at the customer's preferred location, be it home, work, hotel, restaurant or wherever specified.

"THIS INNOVATIVE approach to the Porsche experience has already opened the door to an entirely new clientele," Mr. Zellmer said.

"In our first year-and-a-half, more than 80 percent of Passport members in the Atlanta pilot were not previous Porsche owners," he said.

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