

AUTOMOTIVE

Porsche puts focus on sustainability with first all-electric car

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Porsche's Taycan Turbo S and Taycan Turbo. Image courtesy of Porsche

By STAFF REPORTS

German automaker Porsche has revealed its first fully electric vehicle, with a focus on eco-friendly driving that extends beyond the engine.

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The Porsche Taycan will be the first Porsche with an option for leather-free interiors, as consumers increasingly seek out alternatives to animal-derived materials. The car also incorporates recycled materials, furthering the sustainable positioning of the Taycan.

Electric unveiling

Porsche unveiled the Taycan through a live-streamed event on Sept. 4 that spanned North America, China and Europe, three markets the brand considers key for its electric vehicle push.

The Taycan is a four-door sedan sports car. At the launch, the car will be offered in two models, the Taycan Turbo S and Taycan Turbo.

Both models can reach top speeds of 161mph, but the Taycan Turbo S can accelerate from zero to 60mph in 2.6 seconds, compared to the Turbo's 3.0 seconds. The Turbo S also has a greater maximum horsepower of 750 compared to the Turbo's 670 horsepower.

The cars are all-wheel drive, due to two machines placed on the front and rear axles.

In an effort to make charging times faster, the Taycans have an 800-volt system, compared to the standard 400 for electric vehicles. It takes about 22.5 minutes to charge the battery from 5 percent to 80 percent.

"We promised a true Porsche for the age of electric mobility a fascinating sports car that not only excites in terms of its technology and driving dynamics, but also sparks a passion in people all over the world, just like its legendary predecessors have done," said Michael Steiner, member of the executive board of Porsche AG, research and development, in a statement. "Now we are delivering on this promise."

Along with electric mobility, the car also emphasizes digitization.

The user interface for the Taycan has been built specially for the car. Many of the features that would typically be controlled with buttons or physical switches have been swapped in favor of touch controls and voice commands.



Porsche Taycan interior. Image courtesy of Porsche

"The Taycan links our heritage to the future," said Oliver Blume, chairman of the executive board of Porsche AG, in a statement. "It carries forward the success story of our brand – a brand that has fascinated and thrilled people the world over for more than 70 years.

"This day marks the start of a new era," he said.

Last year, Porsche teased its entry into electric vehicles with a short that focused on a difficult to define part of the car.

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

A video ad created for the launch nods to the wait for the Taycan being over, as a song in the form of a jazz standard swells and a singer croons about the car completing her.

Porsche's Taycan spot

As part of the Taycan's launch, Porsche took the car on a 408-mile road trip from Niagara Falls to New York, with one stop for a charge. This was the first time the production car was out on public roads in the U.S. without being camouflaged.

Porsche will begin Taycan deliveries in December.