

AUTOMOTIVE

## Porsche turns volume up on musical creative process

May 13, 2022



*Singer-songwriter Ashe must put her new single through the car test before it is complete. Image credit: Porsche*

By NORA HOWE

German automaker Porsche is exploring the power of sound from behind the wheel in an ongoing series spotlighting various musical artists and their creative journeys.

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Since launching this collaborative project with music, culture and fashion publication **Marvin**, Porsche has released two episodes of its Sound & Driven series, featuring American drummer Travis Barker, singer KennyHoopla, singer-songwriter Ashe and sound engineer Manny Marroquin. In each film, audiences follow along as the artists collaborate to produce new sounds and put those sounds to the test in the new Porsche Taycan Turbo.

"We have been thrilled to work with Marvin, and we have seen that audiences are in fact interested in longer-form content, if the stories pique their interest and are relevant to them," said Ayesha Coker, vice president of marketing at Porsche North America. "Overall, this series has proven that and we are happy to see this trend."

### Sound and driven

The most recent installment follows California-native singer-songwriter Ashlyn Wilson, commonly known as Ashe, and Mr. Marroquin, a multi-Grammy Award-winning sound engineer, finalizing her latest single, "Another Man's Jeans."

The first part of the 10-minute film depicts the two creatives in a studio session at Larrabee Studios in North Hollywood. The duo builds off of each other's ideas, sounds and energy.

After the session, they drive through Los Angeles, with Ms. Wilson behind the wheel, to "car test" her two most recent singles, "Till Forever Falls Apart" and "Another Man's Jeans" in a Porsche Taycan Turbo.

"A 'car test' is a well-known process where collaborators such as producers, mixers, singers and songwriters come together and listen to their own songs before they are released into the world," Ms. Coker said. "The Porsche twist is to capture this intimate experience behind the wheel of a Porsche."

*Ashe works with sound engineer Manny Marroquin on her new single*

Ms. Wilson is most recognized for her 2019 single, "Moral of the Story," which was featured in Netflix's romantic comedy, *To All the Boys: P.S. I Still Love You*. She has worked with a number of notable artists and producers, such as Demi Lovato and Finneas.

Born in Guatemala City, Mr. Marroquin moved to Los Angeles at the age of nine and has become a prominent figure within the music community. As a mixing engineer, he has worked with Toni Braxton, 2Pac, Whitney Houston, John Mayer, Rihanna, Justin Bieber, Kanye West and many more.

He has received 36 Grammy Award nominations, of which he has won eight.

"When I first started working with Manny, I was in a state of shock," Ms. Wilson says of the engineer in the video. "I almost felt undeserving because [he] is the guy everybody wants to work with.

"He is the best at what he does."

The first episode of the Sound & Driven series, which premiered in October 2021, placed a spotlight on American drummer and producer Travis Barker and singer-songwriter Kenneth La'ron, known as KennyHoopla.

In a similar fashion, audiences watch the two engage in an intimate conversation as they piece together their collaborative record, "Survivor's Guilt: The Mixtape." Mr. La'ron describes his relationship with Mr. Barker as somewhat metaphysical; they are so aligned that they can understand each other without even speaking.

They both express sincere appreciation for one another's creative process and background. As Mr. Barker drives a Porsche Taycan Turbo through Los Angeles, they discuss the importance of taking risks, while also reacting to different production elements of the song through the car's speakers.

"The car test is 101," Mr. La'ron says in the film. "The song is not finished until it passes the car test."

Born in Cleveland, Ohio, Mr. La'ron is predominantly known for his hit single, "How Will I Rest in Peace if I'm Buried by a Highway?" and "Estella." His music style is considered indie rock and pop-punk.

### *Travis Barker and KennyHoopla share a unique bond through music*

Mr. Barker, who is arguably most famous for serving as the drummer for rock band Blink-182, has been active in the music scene for nearly 30 years. In the mid-2000s, he starred in MTV's reality series "Meet the Barkers" alongside his now ex-wife, Shanna Moakler.

He frequently collaborates with musical artists, notably Lil Wayne, Steve Aoki, Machine Gun Kelly and Willow Smith.

Porsche and Marvin plan to release more episodes for the musical series but have not disclosed information regarding which artists will be featured and when the episodes will premiere.

Turn it up

For many, the car is a central point of music listening and discovery. Music plays a critical role in so many driving experiences.

With this in mind, automakers often focus on music production or tap musical artists in brand messaging to keep these two industries connected.

In addition to the "Sound & Driven" series, last year, Porsche highlighted urban youth culture across Europe with the help of music journalist Niko Hls in the latest installment of the "Back to Tape" editorial series, which examines the art of graffiti.

Since 2017, "Back to Tape" has taken a holistic approach to exploring the roots of hip-hop and urban culture in Germany and across Europe, seeking a dialogue beyond just genre or clothing. For the most recent effort, three graffiti artists turn Mr. Hls' "Hip-Hop Culture A Road Trip through Europe" into legally sprayed artworks.

To supplement the effort, a specially curated "Back to Tape" playlist is available on Spotify ([see story](#)).

Last year, Toyota Corp.'s Lexus and Cond Nast-owned music publication Pitchfork tapped two producers to collaborate on a single promoting the new Lexus IS. In a two-part documentary series, producers MC Madlib and Kaytranada debuted a single in the Lexus IS Wax Edition to celebrate the launch of the new IS, a vehicle ideal for music lovers.

The documentary explored and illustrated the melding of music and driving and the ways both entities thrive on creativity and thoughtful creation while touching on how the sports sedan is the ultimate vehicle for the musically inclined ([see story](#)).

"Music is very important to Porsche," Ms. Coker said. "Not only do the sounds our cars make create a type of music, but the quality of sound within the car is also something we put great thought into."

"We want people to enjoy listening to their favorite artists, while also fulfilling their everyday driving needs," she said. "For most, music can enhance your driving experience and in the case of the Marvin collaboration, being able to hear an upcoming release in a Porsche before it goes out into the world is a pretty cool thing to be part of."

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