

AUTOMOTIVE

Porsche marks 5th anniversary of vehicle subscription service

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Porsche is one of the few luxury auto brands to find consumer reception to its vehicle subscription and rental program. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

Porsche Drive, a vehicle-borrowing program from the German luxury sports car manufacturer, celebrates its fifth anniversary this month.

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The app-based program allows consumers to drive any Porsche from the company's offerings whenever they like, for as long as they like, through a monthly single-car rental or subscription with access to all of them.

"What we hear is that subscribers like the versatility, both the choice of models and the option to rent or subscribe," said Kiell Gruner, president/CEO of Porsche Cars North America, in a statement.

"It works whether you want a 911 for a special night on the town or a Cayenne for a trip up to the mountains," he said.

More than 2,000 customers have participated in the program, with plans to expand to more cities soon.

Drive time

Launched in 2017, Porsche Drive taps into consumers' app-driven lifestyles with the ability to choose a vehicle and time frame that works for them at any given moment, allowing them to drive a Porsche with flexibility and little commitment.

Using the app, consumers select and schedule their Porsche, which is then delivered to their home within a 20-mile radius of participating dealerships via concierge.

Subscriptions also include insurance, roadside assistance and maintenance.

The program is now available in 15 U.S. cities and locations: Irvine, Los Angeles, Monterey, Sacramento, San Diego, San Francisco and San Jose in California, as well as Atlanta, Cincinnati, Houston, Louisville in Kentucky, Nashville in Tennessee, Northern New Jersey, Philadelphia and Phoenix in Arizona.

All seven Porsche models are available to "borrow" the iconic 911, all-electric Taycan, Macan, Panamera, 718 Cayman, 718 Boxster and the Cayenne SUV.

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