

AUTOMOTIVE

Porsche presents themed programming at IAA Mobility

September 8, 2023



The brand is welcoming consumers to a giant, walk-through booth modeled after an anniversary model at this year's event. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is making interactive marketing moves in Munich.

At the International Motor Show Germany, one of the world's largest fairs, the brand is welcoming consumers to a giant, walk-through booth of its 911 car. Visitors can enjoy the IAA Mobility activation, which arrives during the model's 60th anniversary year, until Sept. 10.

"The 911 is famous worldwide for its unique silhouette," said Ragnar Schulte, head of experiential marketing at [Porsche](#), in a statement.

"This sculpture is first and foremost a symbol representing the many stories and experiences of enthusiasts, fans and customers that have shaped the iconic image of the 911 worldwide."

Recalling 911

The Porsche 911 premiered at IAA Mobility 60 years ago, rendering the current exhibition especially sentimental.

Today, a supersized model is shown on trade fair grounds, by way of the splashy sculpture. Visitors can snap selfies with the huge structure in the background, the details of the car it is inspired by blown up to a massive size.



Inside the sculpture, visitors can gaze at vintage and modern models up close. Image credit: Porsche

Nearby, games and various entertainment options are available for children, while fans of all ages can take pictures at the brand's photo booth or have Polaroids taken by hosts. There is also a stage where two informative sessions take place, one of which, called "Brave New Love," educates consumers about Porsche's latest innovations ([see story](#)), whereas "911 Love Stories" hones in on the vehicle at hand.

Porsche's new "911 S/T" is unveiled publicly for the first time here, limited to 1,963 units.

Additionally, Porsche is taking a look at the electric road ahead, showing off the futuristic Mission X car ([see story](#)) while making e-bikes available for use and giving attendees the chance to test drive Taycans at the event.

The German automaker's venue at the fair is free to all, open 10 a.m. to 8 p.m. daily, except on the last day, when it will close at 5 p.m.

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