

AUTOMOTIVE

Porsche encourages EV transition with ‘Keep Your Essence’

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Launched Jan. 25, a new marketing push backs the release of the all-electric Macan. Image credit: Porsche

By ZACH JAMES

German automaker Porsche is embracing the industry's next frontier.

Launched Jan. 25, a new marketing push backs the release of the all-electric Macan. The automobile features sports car-level performance and is poised to take advantage of the two fastest-growing sales segments in the industry: SUVs and EVs.

“With the all-electric Macan, we are presenting the first Porsche that we are taking electric from an established product identity,” said Michael Mauer, VP of style at [Porsche](#), in a statement.

“The new Macan is clearly recognizable by its brand identity as part of the Porsche product family,” Mr. Mauer said. “The classic Porsche proportions have been further developed and optimally adapted to the challenges of an electric vehicle; this has further heightened its sporty, modern and dynamic appearance.

Maintaining greatness

Porsche is keeping the new EV in the family, so to speak, highlighting its Macan renditions in an adrenaline-packed commercial.

Titled “Keep Your Essence,” the short film showcases a selection of characters, from a golfer to a pair of newlyweds to a fashion designer.

Each is shown changing their life trajectories by making bold diversions from their current paths, something the automaker states it is doing with its newly unveiled car.

Porsche presents “Keep Your Essence”

Over the course of nearly two minutes, electronic music plays, connecting the campaign even closer to the EV it is promoting.

As beats swell and the bass drops, shots of the all-new Macan showcase it speeding through urban cityscapes. The model's striking design has held true to the original.

“Porsche remains Porsche even an electric Porsche is a sports car in its segment,” Mr. Mauer said, in a statement.

“From this standpoint, it's only logical that we're not abandoning our proven Porsche design DNA.”

Porsche premiered the 2024 Macan from Singapore during a livestreamed event

Looking similar from the outside, the automobile now sports a 10.9-inch control screen, a larger cabin for passengers and expanded storage options.

With more space available due to there not being a combustion engine, there is additional luggage room under the hood and behind the back seat.

Orders are open now on Porsche's [website](#), with deliveries expected in the second half of 2024. The base version retails for \$78,800.

Electric future

As the 2020s progress, luxury automakers are accelerating toward their respective all-electric goals.

Porsche seems to be well-positioned for the coming years. With it being an SUV, the company gets to play into a segment that historically propels sales for top-tier brands ([see story](#)).



As an SUV and EV, the new Macan embraces two major growth drivers in the automotive sector. Image credit: Porsche

As demand for EVs rose domestically and in other markets around the globe last year, automotive manufacturers with a breadth of 100 percent electric options such as Lexus, Audi and BMW performed exceptionally well ([see story](#)). British automaker Bentley, which currently only produces hybrids and introduced its plug-in just a few years back, landed on the opposite side of this phenomenon in 2023 ([see story](#)).

German automaker Mercedes-Benz is among those readily embracing the future, as showcased in its recent update to the "Defining Class Since 1886" campaign ([see story](#)). Others such as British automaker JLR are preparing to enter the space for the first time the brand will release the first Land Rover EV later this year ([see story](#)).

Electric vehicles are at the center of the automotive industry, luxury or otherwise, pushing those within the segment to meet consumer demand now or face the consequences. Porsche is seemingly opting for the former.