

What follows is a communications / launch strategy for a fictitious variant of Porsche 911.

I hope to join Porsche North America as a product spokesperson. I come from an engineering background, and I have never written a marketing or communication plan, so I decided to create one from scratch. I wanted to learn about the process, and I wanted to provide a demonstration of my capabilities and my understanding of Porsche, its customers, and the US media.

Porsche, and the 911, have a long history of success in off-road racing. Recently “safari” vintage 911 builds have come into fashion, indicating an enthusiast interest in a 911 that is at home in the dirt. I chose to create the “911 Dakar” for the purpose of this exercise.

It is by pure luck that a few days ago, German off-road tuner *delta4x4* released renderings of a customer-commissioned 992 Carrera 4S that will receive an off-road body and suspension treatment. I have used these renderings for my presentation. Credit for these images lies solely with *delta4x4*. In some areas, where an ideal image is not available, I have fabricated an image.

I hope that you enjoy reading this presentation as much as I did creating it! I would love the opportunity to present this work as part of my application for the product spokesperson role.

Best regards,

Pall Kornmayer
July 27, 2020



PORSCHE

911 *Dakar*

External communications strategy (US)





All renderings: delta4x4 via autoevolution.com

1. Overview

2. Product definition

- Specifications
- Context in 911 portfolio
- Defining features
- Technical highlights
- Heritage
- Unique accessories

3. Customer profile

- Adventurer
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- Collector

4. Communications strategy

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- 911 Dakar Ambassadors
- Timeline
- Timeline (phase detail)
- Influence maps
- Launch event
- Press vehicle configurations



Where the pavement ends, a new adventure begins.

The new **Porsche 911 Dakar** is a variant of the 911 platform designed for off-road performance and uncompromising utility. The 911 Dakar draws its name from the world-famous Paris-Dakar rally, an endurance off-road race won by Porsche in 1984 and 1986.

Based on the Carrera 4S platform, the 911 Dakar boasts a suite of innovative technology born from Porsche's motorsports department. The 911 Dakar sits atop Porsche's 911 range, joining products like the 991 Speedster and GT2RS as Flagship models, ultimate evolutions of the 911 philosophy. The 911 Dakar is an ultra-exclusive experience designed for adventurers, Porsche collectors, and the most discerning sports car enthusiasts.

- **Unique new technologies for maximum off-road performance:** long-travel suspension; next-generation PTM+ system; all-new drive modes
- **Striking, rugged exterior appearance:** unique off-road wheels and tires; wheel arch flairs; underbody skid plates; unique Tequipment options
- **Exclusive and desirable:** 1,984 units to be built, 600 for the United States market; pricing from \$248,500
- **A 911 at heart:** classic, engaging 911 driving experience; full suite of customization options; Porsche reliability and ownership experience



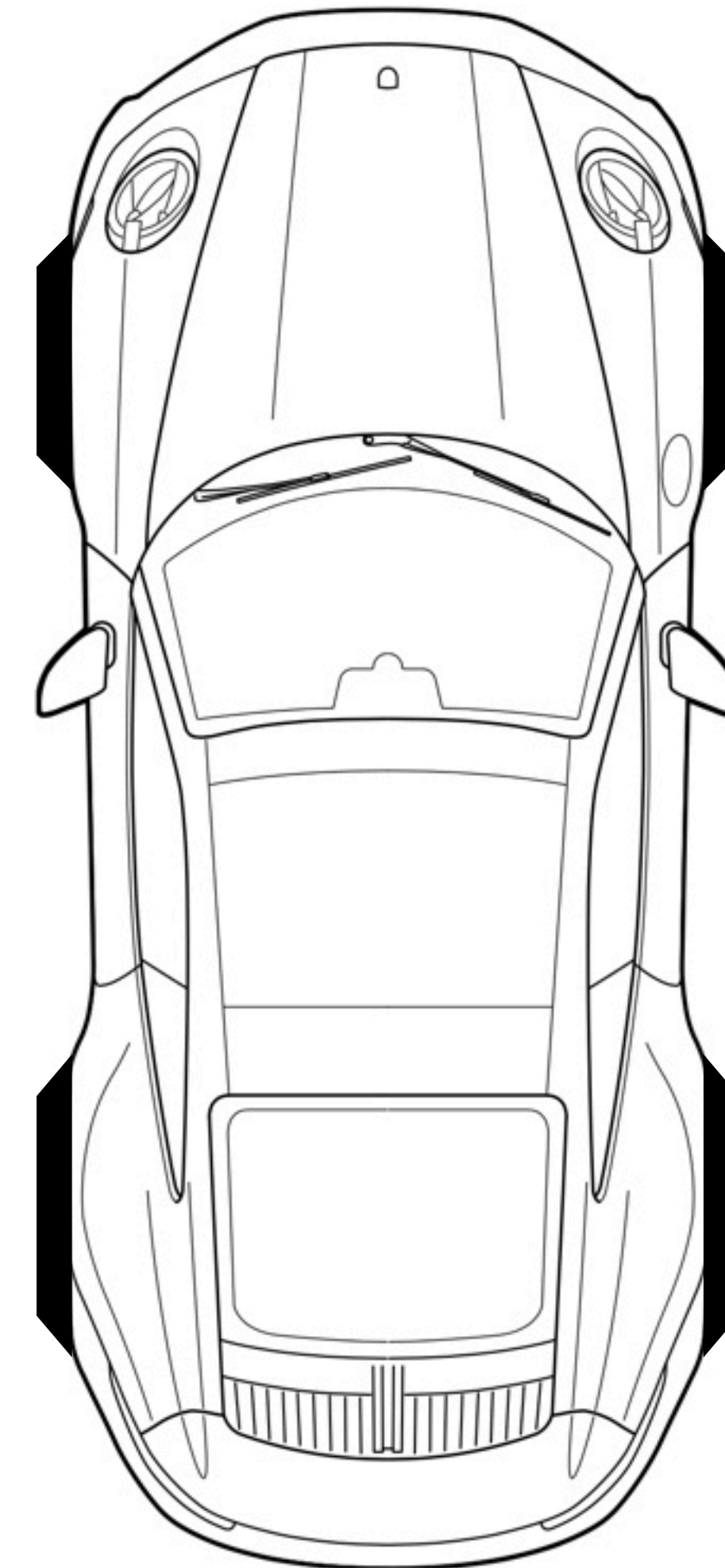
Product definition: Specifications

911 *Dakar*



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Powertrain	
Type	Twin-turbocharged boxer 6
Max. power	443 hp at 6,500 rpm
Max. torque	390 lb-ft from 2,300 - 5,000rpm
Max. engine speed	7,500 rpm
Top track speed	155 mph [190 mph]
0 - 60 mph (PDK / manual)	3.9 / 4.6 s [3.4 / 4.0 s]
4wd system	Uniquely-tuned Porsche Traction Management+ (PTM+) [PTM]
Economy	15 city / 20 mpg highway [18 city / 23 mpg highway]
Dimensions	
Length	177.9 in
Width	79.9 in
Width w/ mirrors folded	76.9 in [72.9 in]
Height	56.1 in [51.1 in]
Wheelbase	96.5 in
Curb weight (PDK / manual)	3,687 / 3,602 lb [3,487 / 3,402 lb]
Terrain Features	
Approach / departure angle	20.2 - 26.3° [10.3 - 13.8°]
Ramp break-over angle	24.2° [12.6°]
Max. Ground clearance	9.9 in [4.9 in]
Availability	
MSRP	From \$248,500 [\$122,400]
Production volume (global / US)	1984 / 600
First deliveries	Q4 2020



Red text indicates values different from the 911 Carrera 4S. 911 Carrera 4S values represented in [brackets].

Product definition: Context in 911 portfolio

911 *Dakar*



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Note: cabriolet variants excluded for simplicity



911 Carrera
\$99,200



911 Carrera S
\$115,100



911 GT3 / GT3RS
\$143,600 / \$187,500



911 Dakar
\$248,500



911 Carrera 4
\$106,500



911 Carrera 4S
\$122,400



911 Turbo / Turbo S
\$170,800 / \$203,500



911 GT2RS
\$293,200



911 Targa 4
\$119,300



911 Targa 4S
\$135,200



911 Targa 4S Heritage Design Edition
\$180,600



911 Speedster
\$274,500

Core

Classic experience
Most accessible

Enhanced

Increased performance
For discriminating drivers

Premium

Focused, world-class performance
Exceptional craftsmanship

Flagship

Ultimate expressions of 911
Low volume exclusivity

Product definition: Defining features

911 *Dakar*



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Optional light pod increases visibility off-road

Optional roof cargo system



911 Carrera 4S

911 Dakar

Fender flares accommodate large off-road tires and increase vehicle width by four inches

Long-travel suspension and off-road tires double ground clearance (4.9 to 9.9 in)

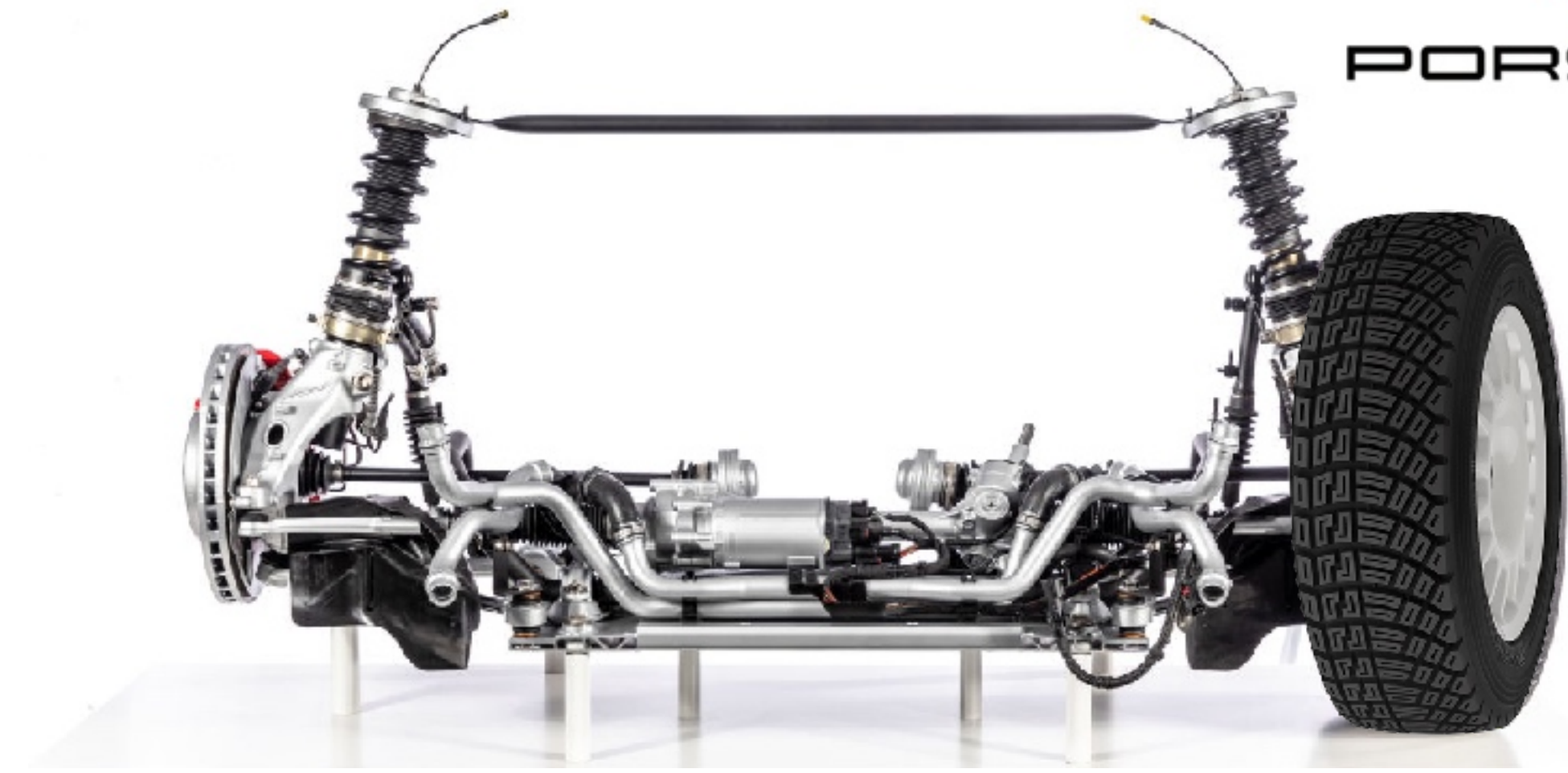
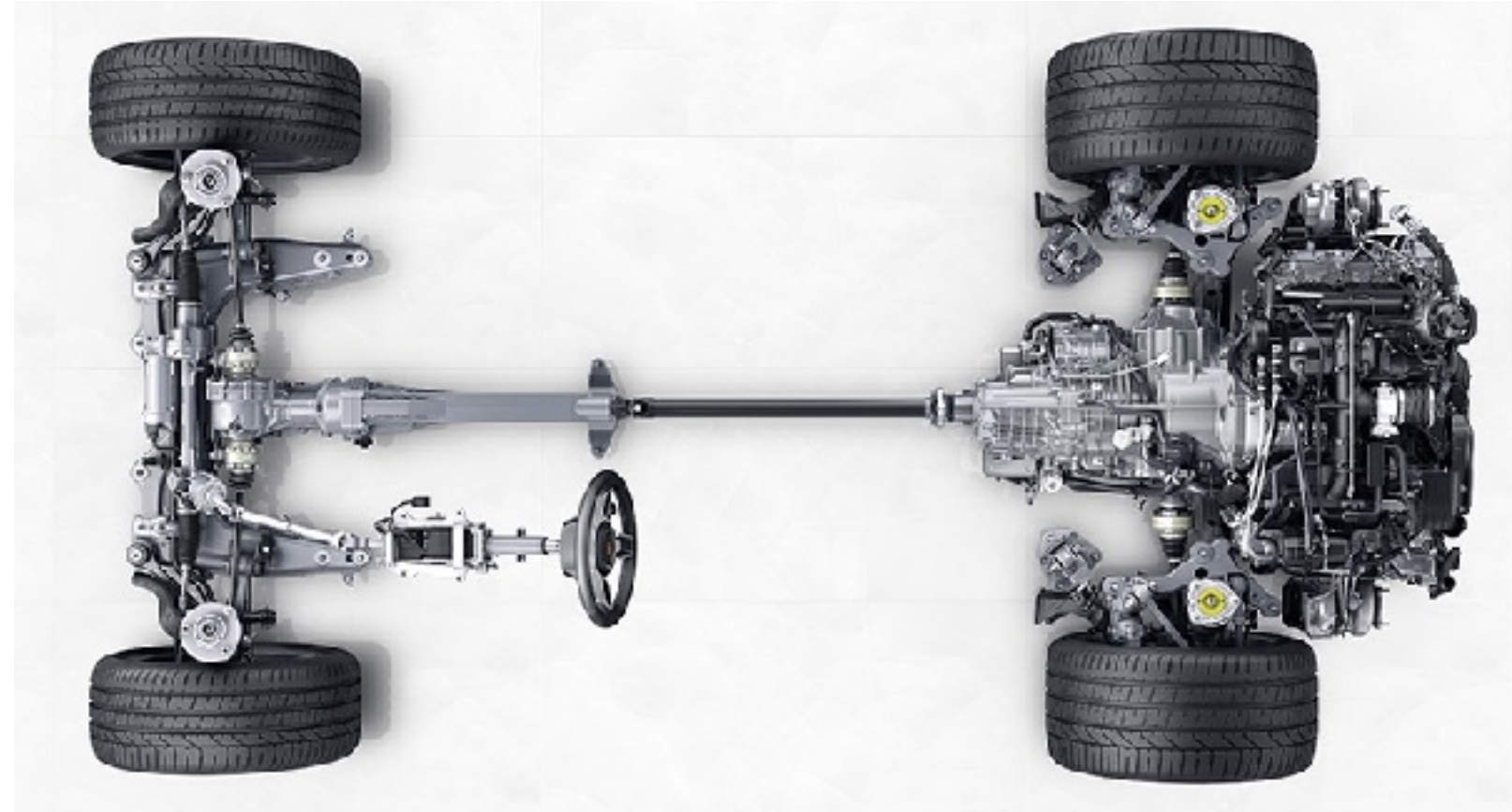
Underbody skid plates protect mechanical components from environmental damage

Product definition: Technical highlights

911 *Dakar*



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The 911 Dakar receives an all-new generation of Porsche's innovative Porsche Traction Management System, now called PTM+. PTM+ introduces new controllers capable of clutch lockup and power transfer 50% faster than any previous system. Combined with Porsche Torque Vectoring (PTV), power goes where it is needed without delay.

Unique long-travel off-road suspension with revised damping provides stability at high speeds over uneven terrain. Off-road tires on high-strength forged aluminum wheels provide traction under all circumstances. Ride height is increased 102% to 9.9 inches for superior ground clearance and approach angles.



Cayenne drive modes are adapted and optimized for the 911 platform, bringing an unprecedented level of driver control and customization. The 911 Dakar is tuned to deliver maximum traction on any type of surface, at the turn of a dial.



All images: Porsche AG

Strong skid plates protect mechanical components from environmental hazards. In addition to protection, the plates manipulate airflow along the bottom of the car for optimal downforce and aerodynamic efficiency. Active elements direct airflow to heat exchangers as required.



The 911 Dakar draws its name from the world-famous Paris-Dakar rally, where Porsche won in 1984 with the type 953 (frequently referred to as the “911 4x4”) and in 1986 with the legendary 959. But this is only one small part of the 911’s off-road motorsports pedigree.

1960s

Only a year after the model’s launch, the Porsche factory entered a 911 in the 1965 Monte Carlo Rally, finishing in 5th place. This was just the start: through the 1960s, privateer and factory entries collected victories across Europe. In 1966 Günter Klass captured the Group 3 European Rally Championship title in his 911. Porsche stood on the podium again the next year, with Sobiesław Zasada winning the Group 1 crown and Vic Elford securing the Group 3 title in his 911S. It was three in a row with Pauli Toivonen in 1968, behind the wheel of a 911T. Between 1968 and 1970 Porsche enjoyed three consecutive victories at the Monte Carlo Rally.

1970s

Porsche started the new decade well, in 1970 winning the International Championship for Manufacturers (IMC) title. Porsche shifted its motorsports focus from rally to Le Mans prototypes, leaving privateers to carry the 911 forward on the rally stage. Jack Tordoff and Cathal Curley used the 2.7RS platform to great success in the Irish rally scene through the mid-70s, defeating factory-backed cars from other manufacturers. In 1978 Jean-Pierre Nicolas drove a privateer 911SC to victory at the Monte Carlo Rally, and a factory-backed 911SC finished an impressive second in the treacherous Safari Rally.

1980s

Walter Röhrl joined the Porsche rally program in 1980, collecting victories in his 924 Carrera GT, and driving a 911SC 3.0 to a remarkable second place at the 1981 San Remo Rally against four-wheel drive competition. In 1984, a trio of Porsche type 953s entered the grueling 10,000km Paris-Dakar rally. Le Mans legend Jacky Ickx finished 6th in his car, while René Metge and Dominique Lemoyne drove their “911 4x4” to victory. The technology developed in the 953 fed directly into Porsche’s Group B vehicle, the 959. When Group B was canceled, the 959 took its talents to the 1986 Paris-Dakar rally, winning the event with Metge and Lemoyne at the helm.

After Dakar

Porsche stepped away from factory-backed rally racing after the Paris-Dakar victories in 1984 and 1986. Some privateers have continued to race 911s. Notably, Richard Tuthill has prepared and campaigned 997- and 991-generation 911 GT3s in the FIA R-GT cup class.



skwimages.com



newsroom.porsche.com



carbuzz.com

Product definition: Exclusive Manufaktur and Tequipment accessories

911 *Dakar*



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The Porsche 911 Dakar comes standard with a comprehensive package of premium features. In addition to the standard suite of 911 customization options, customers can enhance and personalize their 911 Dakar with unique components.

Tequipment options

- Roof-mounted cargo system
 - Optional roof-mounted spare wheel and tire
 - Optional bike carrier for cargo system
- Front light pod
- Catalog of tires for 911 Dakar wheels (tarmac, gravel, snow, ice, etc)
- Mud flaps

Exclusive Manufaktur: 1984 Heritage Design Package

- Exterior graphics in the style of the Dakar-winning 953, with option to add individual race number
- Black Sport-Tex interior treatment with full bucket seats, alcantara touch points, Guards Red seatbelts and door pulls, black tachometer with red needle
- Unique white-painted 911 Dakar forged Fuchs-style wheels and white mud flaps



Customer profile: Adventurer

911 *Dakar*



PORSCHE

The Porsche 911 Dakar targets explorers and those who push boundaries. These customers are motivated and they work hard; they follow like-minded adventurers on social media and stay up-to-date on news and technology. The 911 Dakar brings uncompromising performance and technology to their high-performance lifestyle, delivering maximum utility without compromise.



Customer profile: Enthusiast

911 *Dakar*



PORSCHE

The Porsche 911 Dakar draws on Porsche's legendary past in off-road racing, and taps into current "Safari" trends. The Dakar provides an exciting new variation on the beloved 911 platform, and the option of a manual transmission draws in drivers seeking ultimate connection to machine. Newcomers to Porsche will be attracted to this vehicle, completely unlike anything else on the market in 2020.

New, but familiar.



Heritage.



Connection.



Unique.



Customer profile: Collector

911 *Dakar*



PORSCHE

The Porsche 911 Dakar presents an opportunity that no 911 customer has had before: to purchase a series production 911 that is engineered for off-road performance. Brand loyalists and Porsche collectors will immediately recognize the Dakar name, understand the model's connection to Porsche's motorsport history, and seek to add this Flagship 911 offering to their garage.





The 911 Dakar external communication strategy targets the three customer types profiled on the previous slides. To help reach these three groups, the 911 Dakar has a trio of “Ambassadors” - respected experts, each aligned with one of the categories. These Ambassadors will play a central role in the communications strategy: helping build excitement before product launch on social media; starring in media content created by Porsche; and sharing their experience and expertise at the product launch event.

Below is the composition of the communications strategy, showing what materials Porsche will prepare to reach the target customers.

Events / hardware

- Product launch event (9/9/20)
- Partnership / presence at the Dakar rally (1/3/21) in Saudi Arabia
- Press car fleet

Print

- Official launch announcement press release
- Press releases / articles highlighting product features and technology (launch release)
- Press releases / articles deep-diving technical innovations (post-launch release)
- Press kits for media
- Brochures / press materials for US dealerships
- Sneak-preview write-up (coordinated with press)

Photo

- Official vehicle press images, renderings, illustrations as part of media package
- Photographs of Heritage configuration and ‘normal’ car with the Dakar-winning 1984 type 953
- Photographs of ambassadors with 911 Dakar and type 953 (static + action)
- Photographs from media launch event and Dakar rally 2021 event

Video (online platforms)

- Full suite of video content to support launch (video complement to content listed above)
- Video: Jacky and Walter dueling on dirt
- Coverage in internal “9:11 magazine” YouTube series
- There is no plan for served video advertisements, online or on television
- Sneak-preview filmed component (coordinated with press)



Walter Röhrl

Customer group: Enthusiast

Walter Röhrl is one of the greatest drivers to ever turn a wheel on dirt. A Porsche brand ambassador since 1993, there are few racers as respected by enthusiasts. With 200k followers on Instagram and race success with other premium brands, Walter is able to reach enthusiasts not yet driving a Porsche.



Jacky Ickx

Customer group: Collector

Jacky Ickx is a living legend of motorsport: six victories at Le Mans (four with Porsche), eight wins in Formula One, a championship in Can-Am, two Paris-Dakar wins. Porsche collectors young and old know Jacky's accomplishments, and his history with the original 953 gives him unmatched authority to present the 911 Dakar.



Travis Burke

Customer group: Adventurer

Travis Burke is a photographer, explorer, athlete, and public speaker from Oceanside, California. Travis crosses the world in pursuit of his craft, sharing the beauty of the natural world with 818k followers on Instagram. He embodies the high-performance, tech-savvy, active lifestyle of this customer group.

Pre-launch.

Purpose

- Generate media attention and build excitement
- Allow media to prepare content under embargo

Content

- Veiled teaser images
- Establish launch tagline:
“Where the pavement ends, a new adventure begins.”
- Exclusive media sneak peak and technical presentation - under embargo until 9/9 launch

Platforms

- Social media (Porsche official)
- Social media (911 Dakar Ambassadors)
- Sneak-peak event (Porsche studio)

Launch.

Purpose

- Introduce the 911 Dakar to the US market
- Maximize exposure and excitement
- Broadcast first driving impressions

Content

- Media launch event in Albuquerque
- Full suite of images/video to support launch
- Video from partner media as embargo lifts
- Video: Jacky and Walter dueling in dirt
- Distribution of press car fleet

Platforms

- Official launch event
- Porsche newsroom
- Social media (Porsche official)
- Social media (911 Dakar Ambassadors)

Post-launch.

Purpose

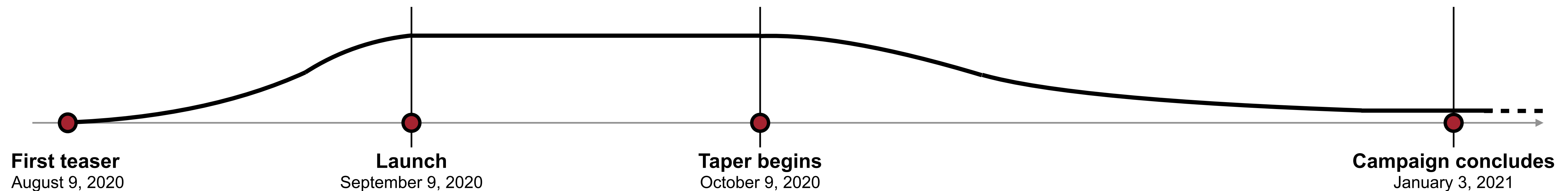
- Sustain interest and customer engagement into first deliveries
- Continue to drive sales with lagging customers (as needed)
- Solidify the namesake with a presence at the Dakar 2021 race 1/3/21

Content

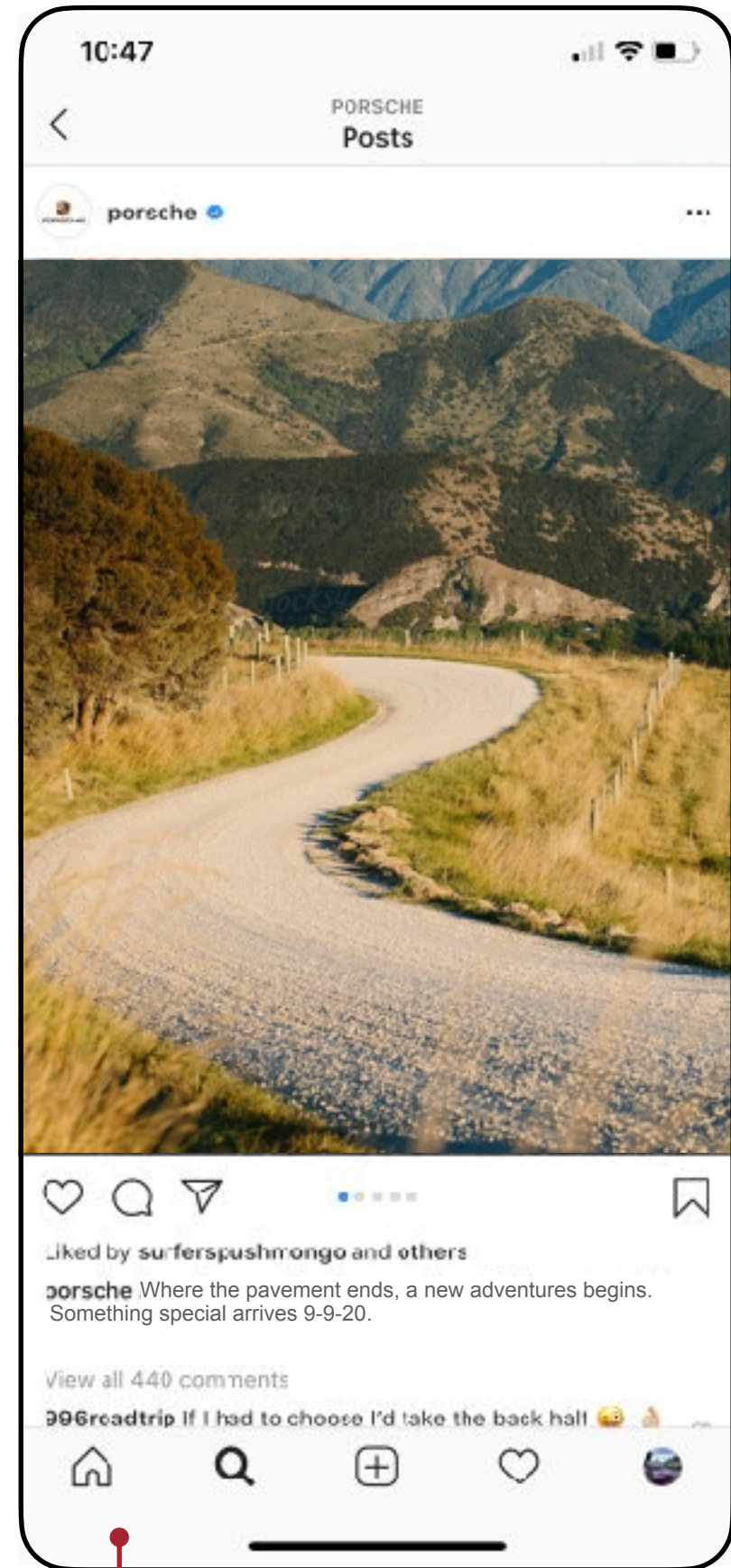
- Video: First customer deliveries and reactions
- Video: Engineering deep-dives and technical highlights (short-form)
- Written: Engineering deep-dives and technical highlights (detailed)
- Written: Exclusive Manufaktur and Equipment highlights

Platforms

- Porsche newsroom
- Social media (Porsche official)
- Social media (Porsche engagement with new owners' accounts)
- Social media (911 Dakar Ambassadors)



Communications strategy: Phase detail



Pre-launch.

Purpose

- Generate media attention and build excitement
- Allow media to prepare content under embargo

Content

- Veiled teaser images
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First teaser
August 9, 2020

Launch
September 9, 2020

Taper begins
October 9, 2020

Campaign concludes
January 3, 2021

Launch.

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- Introduce the 911 Dakar to the US market
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Platforms

- Official launch event
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- Social media (Porsche official)
- Social media (911 Dakar Ambassadors)



NEW Porsche 911 (992 Generation): In-Depth First Look - Carfection (4K)



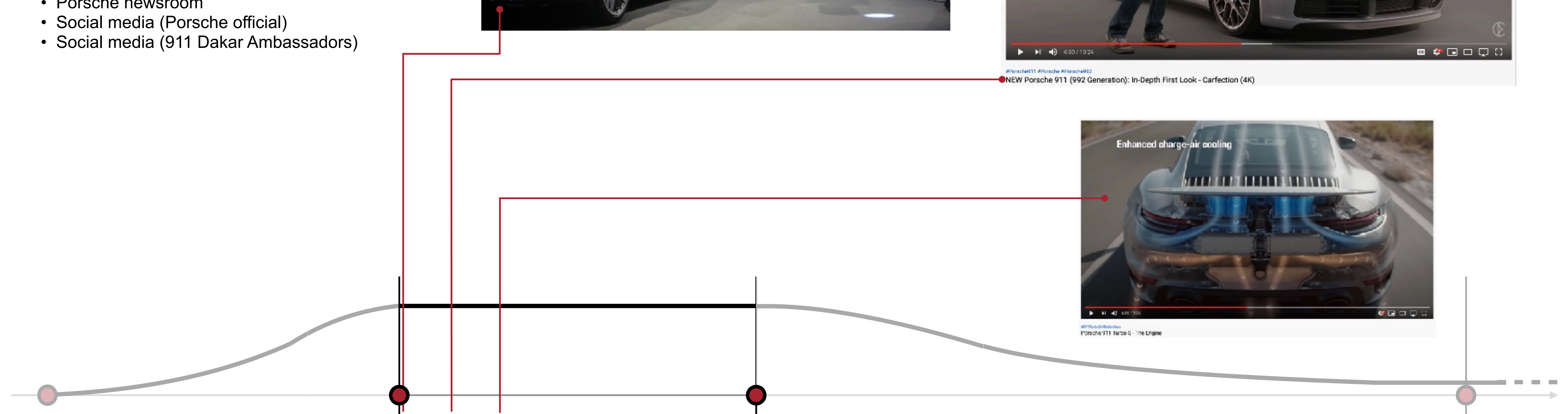
Porsche 911 Turbo S - The Engine

First teaser
August 9, 2020

Launch
September 9, 2020

Taper begins
October 9, 2020

Campaign concludes
January 3, 2021



Post-launch.

Purpose

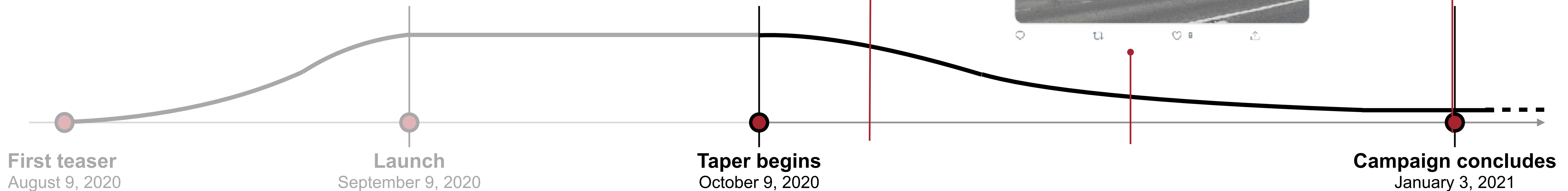
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Content

- Video: First customer deliveries and reactions
- Video: Engineering deep-dives and technical highlights (short-form)
- Written: Engineering deep-dives and technical highlights (detailed)
- Written: Exclusive Manufaktur and Equipment highlights

Platforms

- Porsche newsroom
- Social media (Porsche official)
- Social media (Porsche engagement with new owners' accounts)
- Social media (911 Dakar Ambassadors)



Albuquerque, New Mexico (Cibola National Forest)

9/9/20

Special personnel (Porsche)

- 911 Dakar Ambassadors
- Technical experts to present highlights (suspension, PTM+, drivetrain calibration / drive modes)
- Guests: Jeff Zwart, Leh Keen (Porsche racers, “Safari” 911 builders)

Displays

- Physical cut-aways and displays of unique components
- 911 rally cars: type 953, 959, 911SC “Safari”

Itinerary overview

- Welcome / opening remarks
- 911 Dakar unveiling
- Introduction of ambassadors, reflection of 911 off-road heritage
- Briefing - high level
- Ride-alongs with Porsche drivers, demonstration of capabilities
- Download and detailed technical presentation
- Media drive: mixed on- and off-road loop with scenic stops
- End of program

Press - Adventurer

New York Times
Wall Street Journal
Robb Report
Outside Magazine
Conde Nast Traveler
Fast Company
Wired

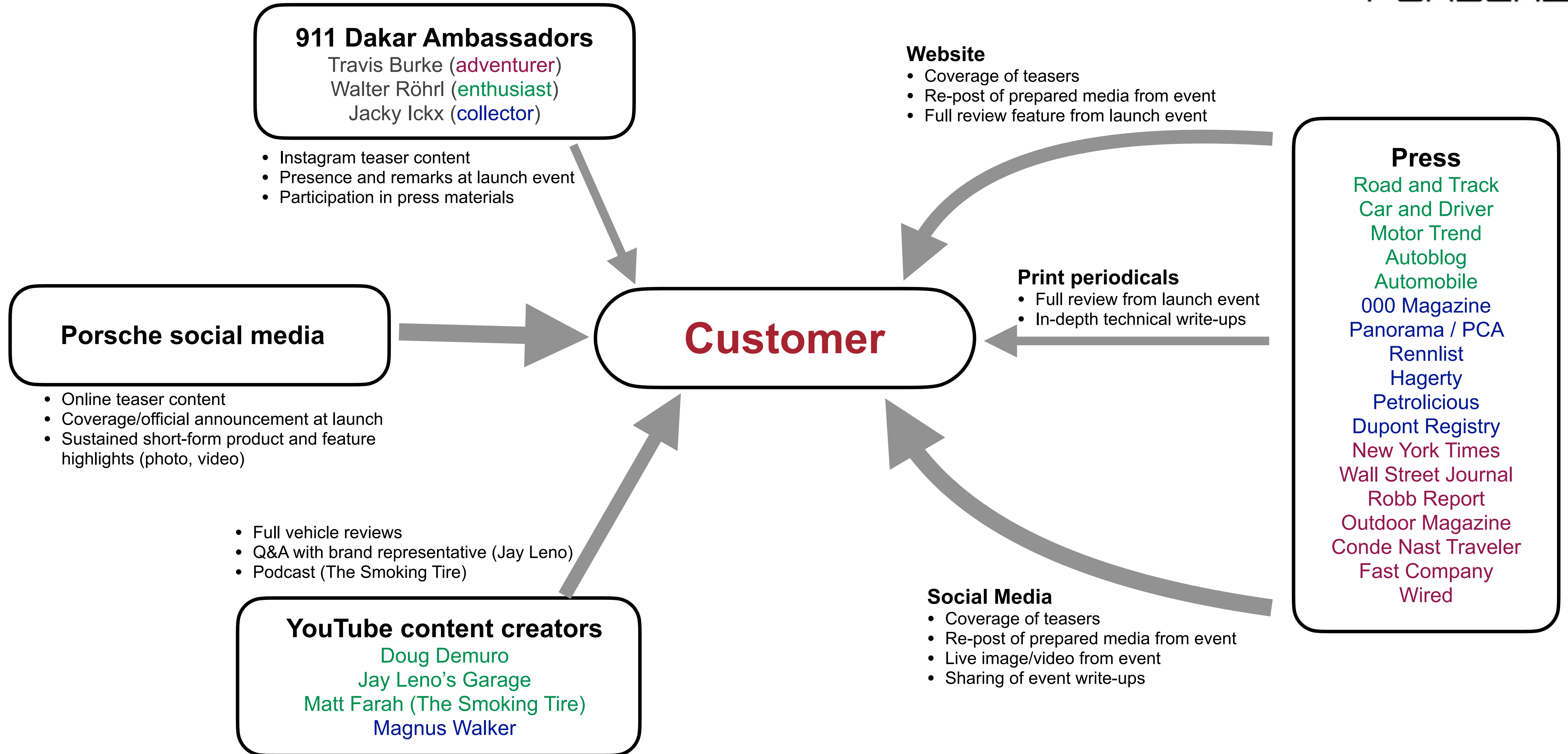
Press - Enthusiast

Road and Track
Car and Driver
Motor Trend
Automobile
Auoblog
Doug Demuro
Matt Farah

Press - Collector

Panorama / PCA
Rennlist
DuPont Registry
000 magazine
Petrolicious
Hagerty
Magnus Walker







First variation: high-profile

Function

- Highlight innovative package with performance features working in concert
- Provide eye-catching media photos and video
- Showcase unique Tequipment options and 1984 Heritage Design Package

Mechanical

- PDK
- Rear-axle steer
- PCCB
- Sport exhaust system
- Power steering plus

Exterior

- LED matrix headlamps
- SportDesign package
- Color-matched emblems
- Clear tail lights
- Painted mirror housings
- High-impact exterior finishes
 - 1984 Heritage Design Package
 - Lava Orange, Miami Blue, Chalk
 - PTS Viper Green, Mexico Blue etc.

Interior:

- Full leather
- Full suite of driver assist features
- 18-way adaptive sport seats
- Burmeister sound system
- Alcantara on touch points
- Complementary interior finishes (seek design studio guidance)





Second variation: low-profile

Function

- Demonstrate technical competence with suite of standard features
- Provide a lower-profile appearance option for more conservative customers
- Showcase the manual transmission in the 911 Dakar

Mechanical

- 7-speed manual transmission

Exterior

- Standard headlamps
- Rear wiper
- Silver glass surround
- Standard tail lights
- Classic, timeless exterior finishes
 - ▶ Black
 - ▶ Carrara White Metallic
 - ▶ GT silver metallic
 - ▶ Gentian Blue Metallic
 - ▶ Aventurine green metallic

Interior:

- Partial leather or lower-level full leather interiors
- White tachometer
- Sport-Tex seats
- Aluminum trim
- Standard sound system
- Simple adornments - crest on headrests, colored seat belts
- Complementary interior finishes (seek design studio guidance)

