

AUTOMOTIVE

Porsche drives innovation, all-electric Macan forward with Olympian Eileen Gu

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The 21-year-old brand ambassador fronts a new campaign for the all-electric Porsche Macan. Image credit: Porsche

By AMIRAH KEATON

German automaker Porsche is drawing parallels between the next-gen capabilities of its EVs and the career highs of its latest campaign star.

Olympic freestyle skiing champion Eileen Gu tests out the all-new Macan Electric in a new campaign. Throughout the video, Ms. Gu, known for her daring performances and record-setting sports achievements, exemplifies the same ambition and pursuit of excellence that drives Porsche's innovative approach to electric mobility.

Eileen Gu x Porsche Macan

Porsche's release shows Ms. Gu, who obtained the title of Porsche ambassador in January 2024, transitioning between modes of performance.

The film's opening sequence depicts her jogging atop a busy downtown area in athleisure before a split-second switch in scenery occurs.

Subsequently dressed in formalwear, the main character is placed behind the wheel of a lilac-toned Macan that matches the evening gown she is seen in.

Facing her ride's digital dashboard, Ms. Gu is off to the races. The sound of Porsche Macan's motor, which reaches 60 miles per hour in five seconds, is intensified.

Olympic freestyle skiing champion Eileen Gu tests out the all-new electric Macan

The film's core seconds draw parallels between Ms. Gu's expert skills and versatility on the slopes and the single-transmission vehicle's ability to uplevel the luxury auto experience.

It artfully reflects the idea that, like the gold medalist's boundary-pushing skiing, the Macan Electric pushes the boundaries of electric vehicle design.

As the caption of one branded post puts it, Ms. Gu's "passion for performance is a perfect match for the spirit of Porsche."

As the video nears its end, the car flashes across the screen featuring exteriors of various shades in one excerpt, highlighting the

personalizable elements at play, a facet Ms. Gu spoke to when she was named a Porsche ambassador in January of this year, in comments that connect back to Porsche’s latest marketing launch.

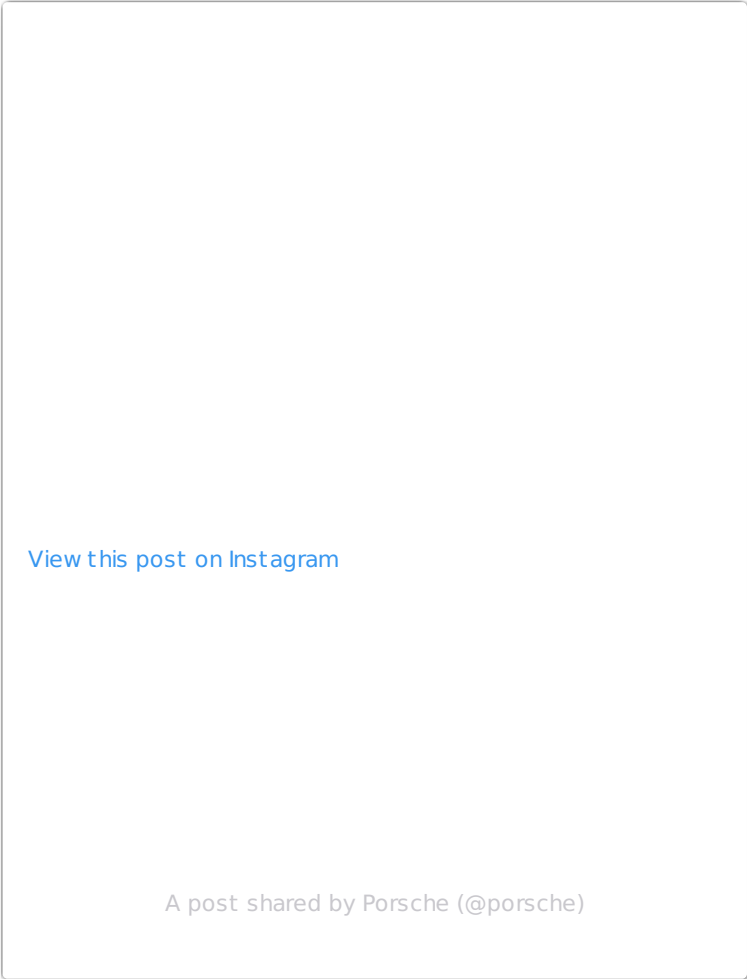
“It not only inherits Porsche’s long-standing dynamic design and outstanding performance, but more importantly offers a wide range of personalized choices,” said Ms. Gu, in a statement.

“It is also a pioneer in sustainability with net-zero carbon emissions,” she said. “Being young, urban and electric, it is especially suitable for those who wish to show their own characters.”

Honing in on China

With the 2025 version of the battery-powered vehicle due for delivery by the final quarter of this year, and a suggested retail price that starts at \$78,800, Porsche is doubling down on the all-electric Macan.

Since its world premiere in Singapore on Jan. 25, 2024, several brand initiatives have promoted the SUV. In July, for instance, British-Albanian singer Dua Lipa drove an electric Macan through city streets in a fantastical campaign film envisioned by the pop star herself (see story).



When it comes to regional targets, however, the company appears to be closely eyeing China, a market responsible for 25 percent of all global Porsche deliveries made during the 2023 financial year.

In April, the Macan EV emerged alongside other models at Auto China 2024. The July appointment of Porsche China CEO Alexander Pollich (see story) adds to the list of its regional efforts.

Tasked with the “implementation of a value-oriented and brand-appropriate growth strategy for the Chinese market,” Mr. Pollich, who is credited with developing expansive sales networks within Canada and the U.K., where he served as CEO before taking to Shanghai for the new role, aims to continue successes seen since the corporation landed in the East Asian nation in 2001; to-date, Porsche counts 155 sales sites across the country.

As these calendar moments and corporate moves complement the team’s In China, for China strategy, Porsche is taking a connection with Ms. Gu to the next level.

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