

An extraordinary car like the #porsche #taycan needs an extraordinary event on which to let the world's media sample its capabilities for the first time. The #porsche Newsroom provides regular updates.

Day Two

At the end of the second day of the #taycan media launch, the convoy has reached Copenhagen. With media from the UK, Denmark, Sweden and Germany at their wheels, 12 #porsche #taycan Turbo and #taycan Turbo S electric sportscars have made their way from Gothenburg in Sweden all the way to Denmark's capital today.

410 effortless kilometres have been ticked off with all types of driving included, from city traffic to plenty of exhilarating twists and turns as the back roads followed the Swedish coastline. The route also included some cruising along the motorway to the Ionity Charging Station at Circle K, Varberg Nord. Each car had a quick 20 minute charge while its driver enjoyed lunch from the Airstream travel trailer that is being towed the whole length of the event by a #porsche Cayenne E-Hybrid. From there, they were soon crossing the border into Denmark via the stunning Øresund Bridge, before serenely negotiating the city streets of Copenhagen.

"It's been another very successful day," according to Mayk Wienkötter, our man on the scene. "The cars and charging infrastructure are making it all look very easy."

Day One

This morning, no fewer than 18 gleaming examples of the first electric sports car from #porsche left Oslo at the beginning of a media drive entirely in keeping with the ambition and significance of the #porsche #taycan. If any doubt remained in anyone's minds as to the importance of the occasion, it would have been immediately banished by the presence of almost the whole board of #porsche, including CEO Oliver Blume and the press conference's keynote speaker, Member of the Executive Board, Research and Development, Michael Steiner.

Taycan Turbo S, carrara white metallic, #taycan Media Drive, Europe, 2019, #porsche AG
In blustery Norwegian sunshine, journalists from China, the US, the UK, Germany, Italy, France, Switzerland and Norway set off from The Thief Hotel, gliding effortlessly south through Oslo towards the Swedish border. #porsche brand ambassadors Mark Webber and Axel Lund Svindal were on hand to share their experiences of driving the #taycan, with the sort of insights

TAYCAN EURO TRIP

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only possible from two of the fastest people ever on four wheels and two skis respectively. Once clear of the city limits, the media were able to sample the performance-orientated dynamics of the #taycan on some of Norway's superb driving roads, before a long run down the highway to the Swedish border. Once customs formalities had been cleared, the cars forged onwards to the only charging stop of a 400km day's driving, the Ionity station in Strömstad. The cars' batteries were topped up during a quick 20 minute stop, thanks to charging rates of up to 258kW being recorded. From there, the cars re-joined the highway for the rest of the journey to Gothenburg.

Mayk Wienkötter, Spokesperson for E-Mobility and Product Line #taycan for #porsche, said "we have set out to demonstrate the thrilling way that the #taycan drives alongside its sheer usability, with a journey from city to city across Europe. This is only possible due to our car's range, which is up to 450km according to WLTP, and efficient charging infrastructure that already exists. Tomorrow's long-distance combination of city streets, highway and back roads takes us to Copenhagen.